

**British Columbia  
Directory**

**Unintentional Injury  
Prevention Programs for  
Children and Youth**  
*(Ages 0 - 24)*



**Ministry of Health Services**  
Office for Injury Prevention

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# BC DIRECTORY UNINTENTIONAL INJURY PREVENTION PROGRAMS FOR CHILDREN AND YOUTH

## INTRODUCTION

Unintentional injuries are a leading cause of death and hospitalization among children and youth, yet up to 90% of injuries are preventable. Injuries are no accident!

Through communication, networking, and initiatives such as the *BC Directory*, injury prevention organizations can be even more effective as a result of increased coordination among initiatives and increased awareness of potential new partners.

The fourth edition has been prepared to include initiatives and organizations which have identified themselves since the *BC Directory and Addendum: Unintentional Injury Prevention Programs for Children and Youth (ages 0-24)* was published in 1993. This edition includes agencies from the first, second and third editions and the addendum in addition to new agencies/organizations, including more research organizations.

The goal of the Directory is to assist people wishing to link with unintentional injury prevention stakeholders. The Fourth Edition provides a brief description of injury prevention initiatives and the organizations responsible for them. The descriptions are intended as a reference for groups and individuals interested in injury prevention programs or initiatives.

New listings will continue to be incorporated in each new edition of the *Directory*. For those organizations that have yet to be identified or wish to become new partners, an entry form has been included in Appendix C. Please send the form to:

Editor, *BC Directory*  
Office for Injury Prevention  
Public and Preventive Health Services Division  
Ministry of Health and Ministry Responsible for Seniors  
2<sup>nd</sup> Floor, 1520 Blanshard Street  
Victoria BC V8W 3C8

tel: (250) 952-1533 fax: (250) 952-1570

As always, feedback is welcome.

The staff at the Office for Injury Prevention would like to extend their appreciation to the many people who provided information and assistance in preparing the program descriptions.

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<b>AHC ABORIGINAL HEALTH ASSOCIATION OF BC</b>	
<b>AHC Aboriginal Health Association of BC</b>	The AHC Aboriginal Health Association of BC, (formerly the BC Aboriginal Health Council), is the provincial office for the six regions of BC: Region #1 Lower Mainland, Region #2 Fraser Valley, Region #3 Thompson-Okanagan-Kootenay (TOKO), Region #4 Vancouver Island and Central Coast, Region #5 Northeast, and Region #6 Northwest. Each region is autonomous and provides mental health, drug and alcohol counselling, sexual abuse and family violence services to aboriginal peoples.

**Purpose/mandate:**

- To promote wholistic healing amongst First Nations and Metis people.
- To ensure First Nations and Metis people have a role in the design, management and implementation of services in their community.

**Programs/services:**

Each region delivers both on-going and one-time-only projects which focus on family violence, alcohol and drug, sexual abuse, and mental health issues in rural and urban communities. These projects are funded based on priorities determined by each regional community through consultations and meetings. The provincial office liaises with and supports each regional office, and works with other First Nations organizations, community health councils and regional health boards, and federal and provincial governments on aboriginal health issues.

**Target group:** First Nations, who live both on and off reserve, and Metis people.

**Availability:** Funding criteria and deadlines can be provided by each regional office.

**Funding:** Ministry of Health, Ministry of Women's Equality and the Ministry for Children and Families.

**Future plans:**

- To maintain and disseminate resource information to First Nations including bursaries, mental health, family violence, health issues, addictions, etc.
- To maintain a provincial communication plan that keeps the public informed of AHC Aboriginal Health Association of BC and regional aboriginal health councils.
- To provide a pro-active approach on First Nations' health issues.

**Address:** Mike Mearns, Executive Director  
804 - 100 Park Royal South  
West Vancouver, BC V7T 1A2  
tel: (604) 925-3879 fax: (604) 925-4238  
e-mail: ahabc@telus.net  
web-site: http:// ahabc.bc.ca

<b>ALT INTERNATIONAL</b>	
<b>First Aid, Aquatic Programs and Training</b>	ALT International offers first aid, CPR and lifeguard instruction and injury prevention programs for all ages.

**Purpose/mandate:** To promote safety awareness, education, and training in first aid and aquatic safety to prevent and reduce injuries.

**Programs/services:**

- **Cardio-Pulmonary Resuscitation:** a four hour course includes all components of CPR for adults, children, and infants.
- **First Responder:** an eight hour emergency first aid course for all age groups. Instruction on primary care to keep the people alive till the ambulance arrives. Approved for licensed day care staff.
- **Standard First Aid:** a 16 hour first aid course building on the skills in the First Responder course. For those individuals who may be further from immediate help, such as day trips with groups of children.
- **Lifeguard Training:** a 40 hour course for professional supervision of groups in aquatic settings at pools, lakes and rivers. (Pre-requisites apply.)
- **Back Yard Swimming Pool Safety:** a 15 minute video, produced and written by A.L.T. International. Water Fundamentals and literature shows owners and users how to safeguard their pools, spas, and hot tubs for small children. It is a positive upbeat presentation geared for those who own or visit a pool and directed to those responsible for children.
- Consulting on all areas of injury prevention, especially aquatic safety.

**Target group:** All groups from children to their caregivers.

**Availability:** All courses are coordinated through the Victoria office. Available throughout the province on a scheduled basis or by request.

**Evaluation:** Each instructional course is evaluated by the instructor and an instructional coordinator from A.L.T. International.

**Funding:** Course registration fees and sale of literature and safety merchandise.

**Address:** A.L.T. International  
1520 Haultain Street  
Victoria, BC V8R 2K2

**Contact:** Stan Anderson, President  
tel: (250) 598-8685 fax: (250) 598-9605



<b>Association of Dental Surgeons of BC</b>	
<b>Association of Dental Surgeons of BC</b>	Through public relations activity the college and its members actively promote the prevention of injuries to the mouth.

**Purpose/mandate:** To increase awareness of how to maintain oral health. This has included the promotion of mouth guards, the education of the public about risks associated with smoking, and oral piercing.

**Programs/services:**

- Community events such as health fairs and mall displays.
- Radio public service announcements and printed literature.
- Public speaking.

**Target group:** Public and media.

**Availability:** More information is available through the association.

**Funding:** Membership dues.

**Address:** Association of Dental Surgeons of BC  
400 - 1765 W. 8th Avenue  
Vancouver, BC V6J 5C6

**Contact:** Anita Caspersen  
Communications Manager  
tel: (604) 736-7202 fax: (604) 736-7558

<b>BLACKCOMB SKI PATROL</b>	
<b>Skier Safety</b>	Blackcomb Ski Patrol conducts public education programs in the community with special emphasis on school and youth groups to reduce the incidence and severity of injury in an alpine environment.

**Purpose/mandate:** To develop an awareness of inherent risks and modify behaviour for increased safety.

**Programs/services:**

- Skier safety presentations for groups on arrival at the mountain.
- In-school presentations on skier safety, avalanche awareness, mountain environment and risk calculation.
- Avalanche awareness tours on the mountain.
- Open house programs.
- Skier education centres on the mountain including: video, photos, text, manipulatives, and attendants.
- Slopes watch.
- Specialized presentations on request.

**Target group:** Skiing public with special attention to school and youth groups.

**Availability:** By contacting the education coordinator, Blackcomb Ski Patrol.

**Evaluation:** By Blackcomb Ski Patrol and management utilizing statistical comparisons.

**Funding:** Blackcomb Skiing Enterprises.

**Future plans:** Increase program availability with community partnerships and increase research through cooperation with university and medical organizations.

**Address:** Blackcomb Ski Patrol  
 4545 Blackcomb Way  
 PO Box 98  
 Whistler, BC V0N 1B0

**Contact:** Richard Wyne  
 Education Coordinator  
 tel: (604) 687-1032 or (604) 938-7289  
 fax: (604) 938-7532

BRITISH COLUMBIA AMBULANCE SERVICE (BCAS)	
Help in a Hurry	Children's Colouring Book

**Purpose/mandate:** *Help in a Hurry* - To educate kindergarten to grade six children about their ambulance system and what to do in a medical emergency.

**Programs/services:**

- **Help in a Hurry:** This colouring book is used in conjunction with a visit by the paramedics to schools. The program has been in place since 1988, and has proven successful in dispelling the fear of the ambulance that children often associate with this service.

**Target group:** *Help in a Hurry* - Kindergarten to grade six children.

**Funding:** *Help in a Hurry* - Ministry of Health Services.

**Address:** British Columbia Ambulance Service  
PO Box 9600 Stn Prov Govt  
Victoria, BC V8W 9P1

**Contact:** Olive Brown  
tel: (250) 952-0909 fax: (250) 952-0905

<b>BC ASSOCIATION OF FAMILY RESOURCE PROGRAMS</b>	

**Purpose/mandate:** To support community-based family resource programs throughout BC and to strengthen their effort to promote family well-being.

**Programs/services:**

- Provincial networking.
- Resource program information kit.
- Funding/program support.
- Resource library.
- Provincial list of family resource programs.

**Target group:** Families with young children.

**Availability:** Centres operate independently.

**Future plans:** Provincial conference.

**Address:** BC Association of Family Resource Programs  
2819 West 11th Avenue  
Vancouver, BC V6K 2M2

**Contact:** Marianne Drew-Pennington  
tel: (604) 738-2819 fax: (604) 738-2850  
e-mail: frpofbc@istar.ca

BC AUTOMOBILE ASSOCIATION (BCAA)	
<b>Child Passenger Safety Program</b>	The Child Passenger Safety Program is a coordinated program, offering both car seat inspection services to the public as well as information related to the safe use of car seats.

**Purpose/mandate:** To provide car seat installation inspection services, as well as up-to-date information about car seat safety to the public and interested groups.

**Programs/services:**

- Information line: Information on recalls and general information related to infant and child car seats is available at the following numbers: BCAA Automotive Consumer Service: 1-877-247-5551 and in Greater Vancouver: (604) 298-2122.
- BCAA provides regular infant and child car seat inspection service by appointment: (604) 298-2755 in Burnaby. BCAA also offers inspection clinics at various locations around the province.
- Liaison with ICBC, public health agencies and other organizations concerned with child passenger safety.

**Target group:** General public and organizations concerned with child safety.

**Availability:** Information is disseminated from the Automotive Consumer Service and Corporate Communications departments. A dedicated toll-free phone line for car seat information will be in place by August, 2001.

**Address:** BCAA  
3016 Beta Avenue  
Burnaby, BC V5G 4K4

**Contact:** Norm Hait, Automotive Consumer Service  
Tel: (604) 296-2500 Fax: (604) 298-3490

BC AUTOMOBILE ASSOCIATION (BCAA)	
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**The School Safety Patrol Program – Traffic Safety Foundation (TSF)**

The School Safety Patrol Program is a partnership between the BCAA TSF, police, parent/teacher volunteers and schools. Its purpose is to equip and train students as safety patrollers to instruct, direct and control students when crossing roadways at or near elementary schools.

**Purpose/mandate:** The BCAA TSF coordinates the School Safety Patrol Program to facilitate, promote and carry out activities as well as supply equipment and training for the purpose of enhancing traffic safety in British Columbia. The program aims to be a positive influence on students involved in the activities, including the building of discipline, self-esteem and a sense of community involvement.

**Programs/services:**

- Training – police services are primarily responsible for working with the schools to train patrollers at the beginning of each school year and to undertake ongoing monitoring of patrols.
- Equipment – BCAA TSF provides reflective safety vests to wear while on duty, whistles and stop signs, training manuals for teachers/supervisors, and training handbooks for student safety patrollers.

**Target group:** Local police detachments and elementary schools, the teachers and parents of those elementary students in all communities.

**Availability:** Information is available from the BCAA Traffic Safety Foundation or any BCAA local office. To learn more about the Foundation, the School Safety Patrol program and other BCAA TSF traffic safety initiatives in your community, please contact Maureen Kalanzi, program coordinator, at (604) 268-5433 or e-mail: maureen.kalanzi@bcaa.bc.ca.

**Funding:** The BCAA TSF is a not-for-profit, registered Charity and funded entirely by corporate and private donations, and is able to issue donation receipts for income tax purposes.

**Address:** BCAA Traffic Safety Foundation  
4567 Canada Way  
Burnaby, BC V5G 4T1

**Contact:** John H. Râtel, Executive Director  
tel: (250) 380-1217  
fax: (250) 389-0743

**Patrol Program  
Cont'd**

**Comment:** The Canadian Automobile Association is proud to be the largest sponsoring body of the School Safety Patrol Program in Canada.

**Address:** Canadian Automobile Association  
Suite 200, 1145 Hunt Club Road  
Ottawa, Ontario K1V 0Y3

<b>BC BRAIN INJURY ASSOCIATION</b>	
<b>BC Brain Injury Association</b>	This non-profit association is an umbrella organization for support groups throughout BC, and provides advocacy information, public education, and referrals to medical, legal and community services.

**Purpose/mandate:** To promote, encourage and advance public awareness, knowledge and appreciation of the special needs of persons suffering from brain injuries and their families; to educate the public in the prevention of brain injuries; to provide all manner of assistance and support for persons with brain injuries and their families.

**Programs/services:**

- Provincial Community Support Groups;
- Concussion Management forums;
- Advocacy;
- Internet library resources;
- HELP LINE; and
- Service referrals.

**Target group:** All survivors of brain injury and their families; all those participating in sports where the risk factors involve possible brain injury.

**Availability:** Regular office hours, Monday through Friday, 9:00 to 5:00 pm, a quarterly newsletter and an annual international conference.

**Funding:** Memberships, donations, government/foundation grants and charitable gaming.

**Future plans:** Public education and awareness of brain injury prevention.

**Address:** BC Brain Injury Association  
218 -Sixth Street  
New Westminster, BC V3L 3A2

**Contact:** Monica Sayers  
Director of Development  
tel: (604) 520-3221 fax: (604) 520-3206  
toll free: 1-800-510-3221





<b>BC COALITION OF MOTORCYCLISTS (BCCOM) BC MOTORCYCLE SAFETY ASSOCIATION</b>	
<b>Motorcycle Awareness Program</b>	Increase awareness of motorcycles and motorcycle safety.

**Purpose/mandate:** Public awareness of motorcycles. Rider education and awareness.

**Programs/services:**

- Drinking and riding awareness campaign.
- Support and information for new riders.
- Information distribution through motorcycle dealers.
- Promote Motorcycle Awareness Month in BC.
- Bus shelters, busboards, and ALRT billboard advertising throughout BC.
- Bumper stickers.
- Mall and event displays.
- Audio and video material production and presentation for schools, TV and radio.
- Speakers program for public schools.
- Work with ICBC to distribute educational materials to the public.

**Target group:** Both motorcycling and non-motorcycling public throughout BC.

**Availability:** Promotional material available free to public and user groups throughout BC.

**Evaluation:** If the Motorcycle Awareness Program is successful in reducing injuries and fatalities and educating both new riders and non-riders, then the program is a success.

**Funding:** Memberships, events, gaming.

**Address:** BC Coalition of Motorcyclists  
BC Motorcycle Safety Association  
#37 - 13320 116th Avenue  
Surrey, BC V3R 0R8

**Contact:** Chris Bayliss  
Provincial Coordinator  
tel: (604) 580-0111 fax: (604) 580-0114  
Toll Free: 1-877-580-0111  
e-mail: info@bccom-bc.com  
web-site: [http:// www.bccom-bc.com](http://www.bccom-bc.com)

<b>BC CONFEDERATION OF PARENT ADVISORY COUNCILS</b>	
<b>BC Confederation of Parent Advisory Councils</b>	A provincial organization dedicated to promoting excellence and equal opportunity for all public school studies in BC.

**Purpose/mandate:** To provide a forum for developing a united voice for the expression of parental views regarding education. Provide support and leadership in developing and maintaining an effective advisory role at the school, school district and provincial level. Consult with the Minister and Ministry of Education on educational policies and programs; liaise with other national and provincial organizations.

**Programs/services:** Advocacy project; voice on ministry committees; provide information on British Columbia education issues.

**Target group:** Parents of children in British Columbia public schools.

**Availability:** Programs and activities are available through local public school and district parent advisory councils.

**Evaluation:** Book of reports published annually.

**Funding:** Ministry of Education and membership dues.

**Address:** British Columbia Confederation of Parent Advisory Councils  
1185 West Georgia Street  
Suite 1540  
Vancouver, BC V6E 4E6

**Contact:** Reggi Balabanor  
President  
tel: (604) 687-4433 fax: (604) 687-4488

<b>BC COUNCIL FOR FAMILIES - General</b>	
<b>BC Council for Families</b>	A non-profit organization with a province-wide mandate to support and strengthen family relationships.

**Purpose/mandate:** To strengthen, encourage and support families through information, education, research and advocacy.

**Programs/services:**

- Provides professional development training opportunities; produces and distributes print and audio-visual resources for professionals and public on early childhood development, suicide intervention, parenting, parent/teen relationships, family communication, marriage education, and the couple relationship.
- Co-ordinates the Nobody's Perfect and Ready or Not train the trainer programs, and the Putting Research Into Practice Institute.
- Delivers the ASK ASSESS ACT Suicide Intervention Training Program.
- Produces Family Connections, a magazine that focuses on family issues.
- Sponsors the following annual events that highlight the strengths of families: Distinguished Service to Families Award, and National Family Week.
- Affiliate partner of the Canadian Health Network.
- Maintains a lending library for Council members.
- Hosts a web-site and on-line catalogue of publications – see below.

**Target group:** Professionals who work with families in British Columbia.

**Availability:** Structure through which the organization delivers its program(s). The BC Council for the Families is based in Vancouver, but is governed by a board of directors from every area of the province. A 1-800 number also gives it province-wide accessibility.

**Evaluation:** Evaluation of programs and publications is an ongoing component of Council's operation.

**Funding:** Ministry for Children and Families, memberships, sale of publications, various foundations and Health Canada.

**Address:** BC Council for Families  
204 - 2590 Granville Street  
Vancouver, BC V6H 3H1

**Contact:** Dr. Carol Matusicky, Executive Director  
tel: (604) 660-0675 fax: (604) 732-4813  
toll free: 1-800-663-5638  
web-site: <http://www.bccf.bc.ca>  
e-mail: [bccf@istar.ca](mailto:bccf@istar.ca)

**BC COUNCIL FOR THE FAMILY - Nobody's Perfect Parenting Program**

**Nobody's Perfect**

Nobody's Perfect is a parenting program designed for hard-to-reach parents of children aged birth to five years. Safety is one of five content areas included in the program.

**Purpose/mandate:** To improve parents' capabilities to maintain and promote the health and safety of their children aged birth to five years.

**Programs/services:** Education and support program for parents. Content areas are child health, safety, development, behaviours, and parenting. Safety topics include child proofing the home, toy safety, road safety, safety outdoors, and first aid. The program is delivered in small groups, with professional and lay facilitators as group leaders. Leaders attend a five day training period before delivering the program in their local communities. The length of the program is flexible, usually 12 to 16 hours over six to eight weeks. Parents receive a set of five parenting booklets (including one on safety) free of charge.

**Target group:** The program is designed to reach parents of children aged birth to five years, who are young, single, low income, poorly educated, or socially, culturally, or geographically isolated.

**Availability:** Nobody's Perfect is available in most communities in the province, funded by the Ministry for Children and Families, or the sponsoring agency or native band itself. There is no charge to parents participating in the program.

**Evaluation:** A number of evaluations have been completed starting in 1986. A more extensive, long term study will be initiated in 1999.

**Funding:** This program is funded by the BC Ministry for Children and Families. The Ministry for Children and Families also contributes time/expenses for public health nurses to be group leaders in many communities. The program is now offered in many First Nations communities by federal funding.

**Future plans:** The program will continue to expand, especially in First Nations communities. The recent translation of the materials into a variety of languages has made it more available to non-English speaking parents.

**BC COUNCIL FOR THE FAMILY - Nobody's Perfect Parenting Program  
Cont'd**

**Address:** Nobody's Perfect Parenting Program  
BC Council for the Family  
204 - 2590 Granville Street  
Vancouver, BC V6H 3H1

**Contact:** Marianne Drew-Pennington, Provincial Coordinator  
Provincial Steering Committee  
phone: (604) 660-0675 fax: (604) 732-4813  
e-mail: frpofbc@istar.ca

<b>BC CRIME PREVENTION ASSOCIATION</b>	
<p style="text-align: center;"><b>Just a Firecracker Video Latchkey Kids Video</b></p>	

**Purpose/mandate:** To provide leadership that promotes effective community partnerships through development of education and initiatives designed to reduce crime and victimization.

**Programs/services:**

- A yearly seminar/symposium.
- Business seminars.
- Citizen’s Patrol Network.
- Heads Up Fraud Prevention Program.
- Production of training videos.
- Safety Presentation Training Manuals.
- Crime Free Multi-Housing Program.

**Target group:** General public; corporate and small business.

**Availability:** Quarterly newsletter available through the BCCPA Office.

**Evaluation:** Well received; excellent training materials.

**Funding:** BC Ministry of Attorney General, membership, sales of material and donations.

**Future plans:** Citizens On Patrol - Seminars and other crime prevention initiatives.

**Address:** BC Crime Prevention Association  
12206 - 86th Avenue  
Surrey, BC V3W 3H7

**Contact:** Dave Duckworth, Executive Director  
tel: (604) 594-1552 fax: (604) 594-5214  
e-mail: info@bccpa.org

<b>BC DRUG AND POISON INFORMATION CENTRE (DPIC)</b>	
<b>BC Drug and Poison Information Centre (DPIC)</b>	DPIC provides centralized services to assist BC health professionals in the prevention and management of poisoning; provides first aid treatment information to the general public and treatment for specific poisoning cases; develops educational materials and coordinates an annual Poison Prevention Week campaign.

**Purpose/mandate:** To reduce the overall incidence and severity of poisoning in BC.

**Programs/services:**

Poison Information Services:

- Poison information services: available to BC health professionals and general public 24 hours per day (toll-free outside the Lower Mainland).
- *Poison Management Manual*: treatment protocols for managing poisoned patients.
- *Poisoning Perspectives*: quarterly newsletter distributed to health professionals.

Poison Prevention/Education:

- Educational materials: posters, pamphlets, phone stickers, videos, lecture materials on poison prevention and first aid for poisoning.
- Poison Prevention Week: annual poison prevention campaign.
- Speakers' Bureau: talks to parents, child care supervisors, and teachers.

Statistics/Reports:

- Poisons: Collects and processes all poison report forms completed by hospitals and DPIC.
- Adverse Drug Reactions (ADRs): DPIC as the Regional ADR Reporting Centre collects, compiles and reports to Health Canada.
- 

**Target group:** Health professionals and the general public.

**Availability:** Educational materials and Poison Prevention Week activities are available through DPIC, pharmacies, health units/health departments, and pediatricians. Poison information services are available through DPIC.

**Funding:** The BC Ministry of Health and the Faculty of Pharmaceutical Sciences, UBC.

**Address:** BC Drug and Poison Information Centre  
1081 Burrard Street  
Vancouver, BC V6Z 1Y6

**Contact:** Dr. Debra Kent, Program Supervisor, Education  
tel: (604) 682-2344 local 62126 fax: (604) 806-8262

<b>BC GAS UTILITY LTD.</b>	
<b>BC Gas Utility Ltd.</b>	BC Gas is a major distributor of natural gas to residential, commercial and industrial customers throughout most of British Columbia.

**Purpose/mandate:** To distribute natural gas to customers in a safe and reliable manner and to promote and work towards the prevention of injuries and death due to the use of natural gas.

**Programs/services:** BC Gas has representatives available to talk to groups interested in injury prevention and awareness for our product.

**Target group:** All ages.

**Availability:** Available upon request by contacting the BC Gas office in your area.

**Contact:** BC Gas office in your area.



<b>BC HYDRO</b>	
<b>Play It Safe Around Electricity, ElectroJuice</b>	Play It Safe Around Electricity is an education program for children in grades four to five. Content includes electrical safety in the home and safety around power lines. ElectroJuice is a program designed to raise the awareness of high school students in the hazards associated with electricity both at home and on the job.

**Purpose/mandate:** To prevent injuries and deaths due to electrical contact.

**Programs/services:**

- **Play It Safe Around Electricity:** Topics covered by this education program for children in grades four to five include electrical safety in the home and safety around power lines. Course materials include a video, slides, an activity book, and posters. The program is taught by BC Hydro linemen and office staff and includes demonstration of linemen's equipment and electrical demonstrations.
- **ElectroJuice:** This education program for students in high school includes topics concerning electrical safety at work and at home. Course materials include a video and a teacher's guide. The course is designed to have the teacher show the video and follow up with a discussion using overheads, activities, and questions which are in the guide.

**Target group:** Play It Safe Around Electricity is designed for children in grades four to five. ElectroJuice is designed for students in high school prior to entering the workforce.

**Availability:** Play It Safe Around Electricity is available on request to all grade four to five classes in the province. Most schools are visited every one to two years. Approximately 50,000 children participate in the program each year. An ElectroJuice package has been delivered to every school in British Columbia with grade 10 students.

**Funding:** This public service program is funded by the BC Hydro Corporate Safety and Health Department.

**Address:** Corporate Safety Department  
BC Hydro  
6911 Southpoint Drive, 12<sup>th</sup> Floor  
Burnaby, BC V3N 4X8

**Contact:** For information on these safety education programs, contact any BC Hydro office.

<b>BC Injury Research and Prevention Unit</b>	
<b>BC Injury Research and Prevention Unit</b>	Make British Columbia a safe place by co-ordinating efforts, research and prevention that will significantly reduce injuries and their consequences.

**Purpose/mandate:** To reduce unintentional injuries in British Columbia through the research, evaluation and support of effective prevention measures and the establishment of ongoing injury surveillance across the province.

**Programs/services:** A brief outline of major programs/services are:

- **Surveillance:** Monitor, collect, and analyze data from numerous databases throughout BC that record injury statistics and information. Facilitate the implementation of new databases that offer original information.
- **Research:** Offer sound methodologies to injury professionals and stakeholders in the community to help them evaluate their injury prevention programs. Conduct on-going injury research on a variety of populations.
- **Education:** Train graduate and undergraduate students, and participate in the development of a national curriculum on injury prevention and control.
- **Dissemination:** Link injury prevention professionals and key stakeholders. Provide vital information, as well as a venue for injury-related discussions.

**Target Group(s):** The public, injury-related organizations and community groups, and media.

**Funding:** BC Ministry of Health, BC Children's Hospital Foundation, the Centre for Community Health and Health Evaluation Research.

**Future Plans:** To increase the profile of the BCIRPU through the media, and to expand research to further areas of injury prevention.

**Address:** BC Injury Research and Prevention Unit  
4480 Oak Street, L408  
Vancouver, BC V6H 3V4

**Contact:** Dr. Mariana Brussoni, Research Program Co-ordinator  
tel: 604-875-3425 fax: 604-875-3569  
e-mail: mbrussoni@cw.bc.ca  
web-site: [http:// www.injuryresearch.bc.ca](http://www.injuryresearch.bc.ca)



<b>BC MEDICAL ASSOCIATION (BCMA)</b>	
<b>Bicycle Helmet Promotion</b>	BCMA actively promotes the use of helmets by bicyclists and their infant passengers. Lobbied successfully for BC's mandatory helmet legislation, which became law in 1996. Has worked with the provincial government in designing an educational program to encourage compliance with the helmet law.

**Purpose/mandate:** BCMA's Athletic & Recreation Committee is involved in education activities on a range of health topics. The Committee has focused its efforts on prevention of equestrian injuries, concussions due to hockey and skiing injuries and the promotion of sport safety through enhanced physical education programs in schools.

**Programs/services:**

- **Seatbelt legislation:** BCMA lobbying efforts instigated seatbelt legislation, and in 1977 seatbelts became mandatory in BC for adults and children six years of age and older. In 1985 car seat use became mandatory for children under the age of six.
- **Bicycle helmet campaign:** Presented in collaboration with Cycling BC, ICBC, and the Registered Nurses Association of BC. The Top Gear theme is intended to demonstrate that helmets are stylish as well as protective.
- **Ski helmet program:** This program is aimed specifically at children. Information cards, describing what to look for in a ski helmet and recommending their use by all young skiers, are distributed through BC's ski resorts in collaboration with the Canadian Ski Patrol System.
- Endorsement of ski injury awareness public service announcement produced by the BC Injury Prevention Centre, the Vancouver Hospital and Health Science Centre.

Additional programs related to child safety include:

- **BCMA New Years Baby project:** Infant car seats given to parents of newborns each year.
- Liaison with the Sport Medicine Council on issues related to sports injuries.

**Target group:** Public, media, medical profession, and other health-related organizations.

**Availability:** BCMA publications are available through physicians' offices or through the BCMA office in Vancouver.

**Funding:** Membership dues.

**Address:** BC Medical Association  
115-1665 West Broadway  
Vancouver, BC V6J 5A4

**Contact:** Dr. Bill Mackie, Chair, Athletics & Recreation Committee  
tel: (604) 638-2842 fax: (604) 733-7317

<b>BC MINISTRY FOR CHILDREN AND FAMILY DEVELOPMENT – Child Protection Division</b>	
<b>Helpline for Children</b>	The Helpline for Children is a toll-free service that provides advice and referral services: for children who feel unsafe; for parents who require help with their children’s behaviour; or for anyone with concerns about possible cases of child abuse or neglect. The helpline operates 24 hours a day, seven days a week. There is a telephone device for the deaf.

**Purpose/mandate:** To provide round-the-clock service for child protection and safety, the Ministry for Children and Family Development operates an After Hours service and a toll-free Helpline for Children that anyone can call to report suspected child abuse or neglect.

**Programs/services:** The Helpline is located at the provincial After Hours office in Vancouver. The previous number, Zenith 1234, was changed to 310-1234 in September 2000. There is no charge for the call. The province-wide service is staffed by a team of experienced ministry workers. They are ready to listen and take action. Callers may be referred to local community resources and services. These include:

- supports to prevent problems at an early stage and assist families with infant and child-rearing;
- safe housing, outreach and counselling for youth at risk;
- drug and alcohol abuse prevention and treatment for youth;
- help for serious social, emotional or behavioural difficulties, including suicide prevention;
- assistance for people with developmental disabilities; and
- investigation of concerns about a child’s safety and well-being

Staff in local ministry offices follow-up to provide supports and investigate concerns.

Other toll-free resources for children, youth and families include:

- Youth Against Violence Line (1-800-680-4264) for after-hours counselling, information, referral services for youth.
- 24-hour Addictions Support (1-800-633-1441).
- Foster Family Support Line (1-800-663-9999) for counselling and support outside regular ministry office hours.
- Facts of Life Line (1-800-739-7367) for information from the Planned Parenthood Association of BC.

**Target group:** Children and youth who have concerns about their safety or well-being; parents who wish support or have concerns about their child and want to talk about their situation; anyone concerned about possible abuse, neglect or harm of a child.

**BC MINISTRY FOR CHILDREN AND FAMILY DEVELOPMENT**  
**– Child Protection Division**  
**Cont'd**

**Availability:** The Helpline is available 24 hours a day, seven days a week and accepts anonymous calls. Press or dial “0” for operator and ask for the Helpline for

Children or dial the toll-free number (310-1234). To use a telephone device for the deaf dial 1-800-667-4770.

**Evaluation:** The Helpline receives more than 25,000 calls a year, almost 3,000 from children in need of assistance.

**Funding:** The Helpline for Children is a province-wide service of the Ministry for Children and Families.

**Address:** Ministry for Children and Family Development  
PO Box 9766 Stn Prov Gov  
Victoria BC, V8W 9S5  
tel: (250) 387-7071 fax: (250) 356-7862  
web-site: [http:// www.gov.bc.ca/mcf/](http://www.gov.bc.ca/mcf/)

**Contact:** For more information on this service, contact your local Ministry for Children and Families office listed in the blue pages of your phone book.

**Purpose/mandate:** The BC Public Fire & Life Safety Education Advisory Committee:

- Provides a forum for the fire service and organizations with related interests to study and make recommendations on fire and life safety issues where they consider provincial action is required.
- Reviews fire safety education programs and activities in order to recommend those programs to be delivered at the provincial or local levels and to provide consistent public fire safety messages throughout the province with maximum cost effectiveness and efficiency.
- Examines and evaluates the role of corporate sponsors as partners in provincial fire safety programs and makes recommendations to the Fire Commissioner.

**Programs/services:** The British Columbia Public Education Strategic Plan addresses the following:

- Provincial programs;
- Provincial curriculum and criteria used to assess material;
- Juvenile fire setters;
- Public education training;
- First Nations;
- Educational resources;
- Program delivery funding;
- Wild-land urban interface;
- Media strategy; and
- Statistical analysis.

**Target group:** Fire service, corporate sponsors, and the general public.

**Address:** Office of the Fire Commissioner  
BC Ministry of Community, Aboriginal and Women's Services  
3rd Floor, 800 Johnson Street  
Victoria, BC V1V 1X4

**Contact:** Grant Lupton  
Deputy Fire Commissioner  
tel: (250) 356-9000 fax: (250) 356-9019

**BC MINISTRY FOR COMMUNITY, ABORIGINAL AND WOMEN'S SERVICES  
- Child Care Services**

	Coordinates child care across government and offers a range of programs.
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**Purpose/mandate:** Responsible for policy coordination of child care across government; for development, implementation and delivery of programs designed to assist communities to address child care needs; to improve the quality, affordability and accessibility of child care; to stabilize existing child care facilities; and to expand child care services and options.

**Programs/services:**

- Child Care Support Program: 34 provincial agencies are funded to provide child care recruitment, assessment of License Not Required spaces, training and support to family child care providers as well as child care referrals for parents.
- Child Care Renewal: introduced in 1995 to develop, test and evaluate new methods of program delivery, comprised of three components (One Stop Access sites, Regional Delivery Models and Supported Child Care) which build on our child care community partnership plans and incorporate the enhancement of child care support programs.
- Wage Supplement Initiative: part of a government-wide initiative provides a wage lift to employees working directly with children in all eligible licensed group child care centres.
- Infant Toddler Incentive Grants Program: stabilizes and increases the number of safe, affordable, licensed child care spaces for infants and toddlers through grants which are provided to all eligible licensed group centres and licensed family providers.
- Facilities and Equipment Grants Program: to create licensed child care spaces through: land or facility acquisition; construction or renovation of existing facility; and/or purchase of furnishings and equipment.
- Emergency Repair, Replacement and Relocation Grants Program: helps licensed, non-profit group child care facilities meet provincial health and safety regulations for child care. Grants of up to \$5,000 are available to assist centres to adequately maintain their facilities and equipment, and to help meet costs of sudden, unanticipated relocation cost.
- Needs Assessment and Planning Grants Program: community-based development of child care services is the primary goal of this program which will provide financial assistance to eligible applicants for community child care needs assessment and community child care planning.
- Quality Enhancement Grants assist communities and provincial child care organizations to test new models of delivering child care to meet the unique needs of families, to develop child care resource materials, and to research and evaluate effective programs.

**Target group:** Families, child care providers, community organizations & local governments.

**Availability:** Programs are available to target groups by contacting:

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**BC MINISTRY FOR COMMUNITY, ABORIGINAL AND WOMEN'S SERVICES**  
**- Child Care Services**

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**Cont'd**

**Address:** BC Ministry for Children and Family Development  
Child Care Services  
5th Floor - 716 Courtenay Street  
Victoria, BC V8W 9S1

**Contact:** tel: (250) 356-5982 fax: (250) 953-3327

<b>BC MINISTRY OF COMMUNITY, ABORIGINAL AND WOMEN'S SERVICES</b>	
<b>Office of the Fire Commissioner</b>	
<b>Office of the Fire</b>	The Office of the Fire Commissioner is responsible for

<b>Commissioner</b>	administration and enforcement of regulations aimed at reducing injuries, deaths and property loss due to fire. Prevention responsibilities include collection, study and publication of information on fires, fire prevention and fire fighting recommendations.
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**Purpose/mandate:** The Office of the Fire Commissioner is responsible for administration and enforcement of regulations aimed at reducing injuries, deaths and property loss due to fire. Prevention responsibilities include collection, study and publication of information on fires, fire prevention, educational programs and fire fighting recommendations.

**Programs/services:**

- **Learn Not To Burn:** Aimed at school age children. Contains vital life-saving fire safety information. Stresses positive, practical fire safety behaviours. Delivered in the classroom by teachers in partnership with the fire service.
- **Fire Investigation and Fire Inspection:** Provide training to the fire service to enhance their abilities to better protect British Columbians.
- **Statistical data:** The Office of the Fire Commissioner provides statistical data and reports on fire losses in BC to fire prevention officials, government officials, insurance companies, product testing agencies and research organizations.
- **Juvenile Firesetter Intervention:** Assists fire service and other interested agencies to deal with children involved in fire play and/or firesetting.
- **Public Education Safety Sheets:** Produced on a variety of fire and life safety topics in order to assist the consistent delivery of fire and life safety messages.
- **Public Safety Announcements:** Addresses a variety of fire and life safety issues currently facing BC communities.

**Target group:** *Learn Not To Burn* is aimed at school age children. The audience for statistics and reports is fire prevention officials, insurance companies, product testing agencies and research organizations.

**Availability:** For programs and services, interested individuals or groups should contact the nearest Office of the Fire Commissioner.

**Addresses:**

- Office of the Fire Commissioner  
BC Ministry of Community, Aboriginal and Women's Services  
3rd Floor, 800 Johnson Street  
Victoria, BC V1V 1X4  
  
tel: (250) 356-9000 fax: (250) 356-9019
- Coastal Regional  
Office of the Fire Commissioner  
3rd Floor, 800 Johnson Street  
Victoria BC V1V 1X4  
  
tel: (250) 356-9010 fax: (250) 356-9019
- Kootenay Regional  
Office of the Fire Commissioner  
204 - 117 10th Avenue South  
Cranbrook, BC V1C 2N1  
  
tel: (250) 426-1272 fax: (250) 426-1256
- Interior Regional  
Office of the Fire Commissioner  
204 - 455 Columbia Avenue  
Kamloops, BC V2C 6K4  
  
tel: (250) 828-4001 fax: (250) 828-4323
- Northern Regional  
Office of the Fire Commissioner  
3766 Opie Crescent  
Prince George, BC V2N 4P7  
  
tel: (250) 561-5607 fax: (250) 614-6308

<b>BC MINISTRY OF COMMUNITY, ABORIGINAL AND WOMEN'S SERVICES</b> <b>Sport &amp; Community Capital Branch</b>	
<b>Sport &amp; Community Capital Branch</b>	The Branch oversees sport development in British Columbia involving 62 Provincial Sport Organizations and

nearly one million participants.
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**Purpose/mandate:** To support and guide the provision of opportunities for all citizens of BC to engage in the sporting activity of their choice, up to the level of their personal commitment and ability.

**Programs/services:**

Funding and consultation for:

- 62 Provincial Sport Organizations (PSOs);
- coach education;
- athlete assistance (support to over 1200 athletes);
- Multisport Games;
- seven support service organizations (schools, women, aboriginals, disabled, *Sports Medicine*);
- Regional Centres for Sport Development; and
- Strategic planning programs include: physical inactivity, education, sport and physical activity, and SportSafe.

**Target group:** Over 750,000 athletes/participants in the BC Sport system, and over 50,000 coaches.

**Availability:** The BC Sports Medicine Council has taken a leadership role in sport safety. Targets include PSOs, coaches, multisport games and sporting events.

**Evaluation:** By *The BC Sports Medicine Council Report on Sport Safety*..

**Funding:** The Sport & Community Capital Branch allocates funds to the BC Sports Medicine Council.

**Address:** Sport & Community Capital Branch  
BC Ministry of Community, Aboriginal and Women's Services  
PO Box 9820 Stn Prov Gov  
1st Floor, 800 Johnson Street  
Victoria, BC V8W 9W3

**Contact:** Charles Parkinson, Director  
Sport & Community Capital Branch  
tel: (250) 356-1186 fax: (250) 387-1407

<b>BC MINISTRY OF EDUCATION - Career and Applied Programs Unit</b>	
<b>Career and Applied Programs Unit</b>	

**Purpose/mandate:** This Unit is responsible for coordinating and administering Career Programs and Applied Skills and related curriculum and learning resources.

**Programs/services:** This unit will be responsible for links to post secondary and workplace programs including Secondary School Apprenticeships and Career Preparation, as well as articulation and transitions projects, pilots, and initiatives. The unit will take the lead for all K to 12 curriculum and learning resources activities in the areas of Personal Planning, Career and Personal Planning (CAPP), Business Education, Home Economics, Physical Education, and Technology Education. The unit will also be the branch contact for the Centre of Applied Academics (CFAA), the Centre for Curriculum Transfer and Technology (CCTT), the Industry Trades and Apprenticeship Commission (ITAC), and the Ministry of Advanced Education, Training and Technology (MAETT).

**Target group:** K to 12 students, teachers, principals, district resource centres, developers and suppliers of educational resources.

**Funding:** Funds are released to school districts annually for the purposes of purchasing resources.

**Address:** Curriculum Branch  
BC Ministry of Education  
PO Box 9152  
STN PROV GOVT  
Victoria, BC V9W 9H1

**Contact:** Leslie Thompson  
Career and Personal Planning Coordinator  
tel: (250) 387-5647 fax: (250) 356-2316  
e-mail: [leslie.thompson@gems1.gov.bc.ca](mailto:leslie.thompson@gems1.gov.bc.ca)  
web-site: <http://www.bced.gov.bc.ca/branches/pser/welcome.htm>

BC MINISTRY OF EDUCATION - Personal Planning K to 7 & Career and Personal Planning 8 to 12	
<b>Personal Planning K to 7 and Career and Personal Planning 8 to 12</b>	Safety and Injury Prevention is one of six components of the Personal Development section of both Personal Planning K to 7 and Career and Personal Planning 8 to 12.

**Purpose/mandate:** The goal of the Safety and Injury Prevention component is to develop in students the ability to apply principles of safety to all aspects of their lives.

**Programs/services:** The Personal Planning K to 7 and Career and Personal Planning 8 to 12 curricula are provided to teachers as *Integrated Resources Packages* (IRPs) including Learning Outcomes, Suggested Instructional Strategies, Suggested Assessment Strategies, Recommended Learning Resources.

**Target group:** The curriculum is targeted to all students, grades kindergarten through 12. At every grade/level during their years of schooling students must meet all the learning outcomes in Personal Planning and Career and Personal Planning. As a graduation requirement every student must complete two credits of Career and Personal Planning at the Grade 11 level and an additional two credits at the Grade 12 level.

**Availability:** The Personal Planning and Career and Personal Planning IRPs are currently available in all schools in BC. Additional copies may be obtained through Government Publication Services. Electronic copies are available at <http://www.bced.gov.bc.ca/irp/>.

**Funding:** School Districts are given funds for the delivery of all curricula, including the purchase of resources.

**Address:** Curriculum Branch  
BC Ministry of Education  
5th Floor, 620 Superior Street  
Victoria, BC V1V 2M4

**Contact:** Leslie Thompson, Personal Planning K to 7 and Career and Personal Planning 8 to 12 Coordinator  
tel: (250) 387-5647 fax: (250) 356-2316

<b>BC MINISTRY OF FORESTS - Wildland Fire Service, Protection Branch</b>	

**Programs/services:** The BC Ministry of Forests, Protection Branch, Wildland Fire Service educates people to be careful with fire by focusing on the following messages:

- make sure campfires are extinguished;
- keep matches away from children;
- report wildfires to 1-800-663-5555, the Provincial Fire Reporting Centre; and
- before burning debris, check with the local fire department or local BC Ministry of Forests' office to determine if a burn reference number is required, call: 1-888-797-1717.

**Target group:** General public.

**Address:** Wildland Fire Service, Protection Branch  
BC Ministry of Forests  
2nd Floor, 2957 Jutland Road  
Victoria, BC V8W 9C1

**Contact:** Manager, Communications  
tel: (250) 356-5964 fax: (250) 387-5685

**BC MINISTRY OF HEALTH SERVICES - ADICTIONS SERVICES DIVISION**

**School-Based  
Prevention Program**

Addiction Services provides funding for prevention workers in selected secondary schools and communities around the Province.

**Purpose/mandate:** To reduce substance use by youth in selected schools and communities to reduce the negative health consequences of substance use by youth.

**Programs/services:** Fifty prevention workers in schools throughout British Columbia are using a community development health promotion model to help schools assess their strengths and plan programs that facilitate youth in making healthy choices about substance use.

**Target group:** Youth aged 10 to 18 in selected schools and members of the greater school community who are concerned about youth substance use.

**Availability:** In approximately 60-70 schools across British Columbia.

**Evaluation:** The institute of Health Promotion Research, at the University of British Columbia has conducted the evaluation of the program.

**Funding:** Ministry of Health Services provides funding for prevention worker salary and training; school districts provide in kind, and/or financial support for the program; local communities provide or raise funds for program activities.

**Local Contact:**

**Address:** Addiction Services Division  
Ministry of Health Services  
PO Box 9717 Stn Prov Gov  
Victoria, BC V8W 9S1

**Contact:** Ardis Brown  
Manager, Addiction Services  
tel: (250) 953-3141 fax: (250) 953-3044



<b>BC MINISTRY OF HEALTH SERVICES- Community Care Facilities Branch</b>	
<b>Community Care Facilities Branch</b>	

**Purpose/mandate:** The Community Care Facilities Branch is responsible for the development and implementation of legislation, policy, and guidelines to promote the health and well being of persons cared for in licensed care facilities. Licensed care facilities include child care and residential care (adult and child). The legislative authority is derived from the *Community Care Facility Act*, Adult Care Regulations, and Child Care Licensing Regulation. The Branch provides direct service to the public in issuing Early Childhood Educator certificates.

Community Care Facilities programs are administered locally by Medical Health Officers and Licensing Officers who are responsible for service delivery in health authorities throughout the province. Their mission statement is: promoting the health, safety, and well being of persons in licensed community care facilities.

**Programs/services:** Licensed community care facilities include:

- Residential Care Facilities: Adult residential homes and facilities, and Child residential homes and facilities.
- Child Care Facilities: Group Day Care, under 36 months; Group Day Care, 30 months to school age; Pre-school, 30 months to school age; Special Needs Day Care; Family Child Care; Out of School Care; Emergency Care, Child Minding, 18 months to school age; and Occasional Child Care.

**Target group:** Parents and facility operators. (The Community Care Facilities Branch provides direct service to the public issuing Early Childhood Educator certificates.)

**Availability:** The Community Care Facilities Program is delivered through the province's 20 regional public health authorities.

**Evaluation:** The Community Care Facilities Branch has specific objectives and targets for reductions in health and safety hazards. There is an ongoing program to monitor progress towards the program's objectives. Policies and guidelines are developed that reflect regulatory authority and outcomes.

**Funding:** From the BC Ministry of Health to Regional Health Boards and Community Health Services Societies.

**Address:** BC Ministry of Health Services, Community Care Facilities Branch  
2nd Floor - 1520 Blanshard Street  
Victoria, BC V8W 3C8

**Contact:** Director  
web-site: <http://www.hlth.gov.bc.ca/ccf>

**BC MINISTRY OF HEALTH SERVICES– Prevention and Health Promotion Division  
- Office for Injury Prevention**

**Office for Injury  
Prevention**

The office facilitates a comprehensive coalition of concerned stakeholders and coordinates leadership to develop a planned, coordinated approach to reduce unintentional and intentional injuries in BC. The office provides injury reference materials on injury prevention strategies and stimulates research and program evaluation.

**Purpose/mandate:** To reduce unintentional and intentional injuries in BC.

**Programs/services:**

- Facilitates coalition building and new partnerships at provincial, regional and community levels.
- Coordinates leadership by facilitating a coordinated approach to preventing injuries and reducing unplanned duplication of initiatives.
- Acts as Secretariat to the Minister's Injury Prevention Advisory Committee.
- Provides user-friendly injury data at the provincial, regional and community level, and current reference materials on selected topics.
- Stimulates research and program evaluation.
- Publishes *Child Safety Updates* in partnership with SAFE START, and the *Fourth Edition of BC Directory Unintentional Injury Prevention Programs for Children and Youth*.

**Target group:** Any agency, organization or individual providing or interested in unintentional and intentional injury prevention initiatives for children and youth.

**Availability:** Presentations, workshops, seminars, networking and materials upon request.

**Evaluation:** By meeting target objectives of reducing traffic fatalities, drowning, fire and flame deaths and injury related hospitalizations (falls, transportation, poisoning, burns and drowning) by the year 2000.

**Funding:** Direct service of the BC Ministry of Health.

**Future plans:** To develop partnerships in reducing injuries due to falls.

**Address:** Office for Injury Prevention  
BC Ministry of Health Services  
2nd Floor - 1520 Blanshard Street  
Victoria, BC V8W 3C8

**Contact:** Bryon Taylor, Director  
Nader Farid, Research Officer  
tel: (250) 952-1533 fax: (250) 952-1570

<b>BC MINISTRY OF HEALTH SERVICES– Public Health Protection</b>	
<b>Public Health Protection</b>	

**Purpose/mandate:** Prevention of health hazards in regulated facilities and protection of the public against water-borne and food-borne disease. To provide advocacy and leadership in the development and management of appropriate strategies to minimize environmental and safety risks to the public.

**Programs/services:** Surveillance and monitoring of public pools, drinking water systems, and food premises. Pursuing interest in safe water quality of recreational use water and safety at public use pools.

**Target group:** General public, operators of regulated facilities such as pools and restaurants.

**Future plans:** Development of new *Summary Pool Regulations* and support for a SwimSafe course similar to FoodSafe.

**Address:** Public Health Protection  
Health Protection and Safety Division  
Ministry of Health Services  
2nd Floor - 1520 Blanshard Street  
Victoria, BC V8W 3C8

**Contact:** Bob Smith  
Director  
tel: (250) 952-1459 fax: (250) 952-1486

**BC MINISTRY OF PUBLIC SAFETY AND SOLICITOR GENERAL- BC  
Coroners Service**

**Coroners Service**

The British Columbia Coroners Service investigates sudden and unexpected deaths; determines the facts through inquiry and public inquests where necessary; and disseminates investigation findings and recommendations.

**Programs/services:** Major functions include the clarification of the facts for the public record; dissemination of coroner and jury recommendations aimed at the prevention of future loss of life; and the classification and certification of deaths. Program areas include Pathology, Toxicology, Investigations (Medical, Behavioural and Forensic), Judicial (Inquests/Inquiries), and Administration. In addition, a central computer database records all coroners cases in various categories, including some demographics.

**Target group:** The program primarily serves relatives and friends of the deceased; the community at large; law enforcement agencies; industrial, medical and public safety related agencies by establishing the cause and circumstances of deaths in the province and providing recommendations concerning the prevention of untimely death.

**Availability:** The Office of the Chief Coroner is the central repository for coroners files and coroner/jury recommendations. Provincially there are eight regional offices each with a regional coroner. These regional offices are located in Vancouver, Surrey, Abbotsford, Victoria, Nanaimo, Kamloops, Kelowna and Prince George.

**Funding:** The Ministry of Public Safety and Solicitor General.

**Address:** Office of the Chief Coroner  
Metro Tower II  
#2035, 4720 Kingsway  
Burnaby, BC V5H 4N2

**Contact:** Tej Sidhu, Policy Research Analyst  
tel: (604) 660-7746 fax: (604) 660-7766

BC MINISTRY OF TRANSPORTATION - Highway Safety Branch	
<b>Pedestrian Crossing Control Manual</b>	Technical Standards for Pedestrian Crossings and Guidelines for School Crossing Programs.
<b>Guidelines for School Crossing Program</b>	Abbreviated Guide for School Crossing Programs.

**Purpose/mandate:** The *Pedestrian Crossing Control Manual* was developed to provide technical information regarding all pedestrian crossing control applications. The *Guidelines for School Crossings Program* provides a guide to three school crossing programs, namely, safe routes to school, school patrol, and adult crossing guard programs. Note: The Pedestrian Crossing Control Manual is now administered through the Insurance Corporation of British Columbia (ICBC).

**Programs/services:** A section of the manual deals with three school crossing programs - safe route to school, school patrol and adult crossing guard programs. The guide provides basic information regarding program background, program development and operation, and program monitoring and evaluation to the three school crossing programs.

**Target group:** The manual is for engineering and technical personnel from the Ministry of Transportation and Highways and all municipalities in the province. The guide is intended for school boards, schools, parents, police and road authorities. The program's focus is on school children safety, on the way to and from school.

**Evaluation:** The users' feedback will be reviewed.

**Funding:** Direct service of the BC Ministry of Transportation and Highways.

**Address:** Highway Safety Branch  
 BC Ministry of Transportation  
 4B - 940 Blanshard Street  
 Victoria, BC V8W 3E6

**Contact:** Gerald F. Froese  
 A/Senior Safety Engineer  
 tel: (250) 387-7583

BRITISH COLUMBIA PHARMACY ASSOCIATION	
<b>Professional Advice</b>	Medication advice to reduce the risk of poisoning.
<b>Trial Rx</b>	British Columbia Pharmacy Association in partnership with the Ministry of Health.

**Purpose/mandate:** To help reduce the risk of accidental or unintentional poisoning due to the misuse of medications; to reduce the wastage of medications.

**Programs/services:**

- Pharmacists provide professional advice as to the safe use and storage of medications in order to reduce unintentional poisonings.
- Pharmacists can offer seniors and those on social assistance the choice of receiving a week-long trial for any of a list of specified pain relief, cardiovascular and gastro-intestinal medications that are new to them.
- Pharmacists help patients evaluate the medication on the basis of their individual needs and tolerance to the therapy.

**Target group:** All British Columbians, including children and youth in homes where prescription medication is used.

**Availability:** These services are administered by community pharmacists throughout BC.

**Evaluation:** The Trial Rx program has been relaunched and expanded.

**Address:** British Columbia Pharmacy Association  
150 - 3751 Shell Road  
Richmond, BC V6X 2W2

**Contact:** Tony Toth, Director Communications  
tel: (604) 279-2053 fax: (604) 279-2065

## BC SAFE SCHOOL CENTRE

BC Safe School Centre is a joint initiative of the Ministries of the Attorney General and Education, and the Burnaby School District.

**Purpose/mandate:** To provide a comprehensive source of information, resource materials and examples of promising practices that support safe schools and communities in British Columbia.

**Programs/services:**

- Toll free information line.
- Provides a collection of video and print resources to assist in planning and research.
- Promotes and coordinates events and training on safe school and community issues.
- Provides consultation services and referral information regarding safe schools and communities.
- Develops resources designed to enhance school and community safety.
- Full-time police officer provides support to school liason officers province wide.

**Target group(s):** Educators, police, parents, youth, community organizations, other professionals.

**Availability:** Centre is open to the public 8:30 - 4:30 pm Monday - Friday.

**Evaluation:** Web-site, Toll Free Information Line, and Resource Usage.

**Funding:** Ministries of Attorney General and Education.

**Address:** BC Safe School Centre  
5325 Kincaid Street  
Burnaby BC V5G 1W2

**Contact:** Vince Stancato  
tel: (604) 660-SAFE (7233)  
toll free: 1-888-224-SAFE (7233)  
fax: (604) 660-2960  
web-site: <http://www.safeschools.gov.bc.ca>

<b>BC SAFETY COUNCIL</b>	
<b>Safety Programs</b>	The BC Safety Council provides a broad range of safety training and awareness programs in the field of occupational safety and health, traffic safety and community/personal safety. Programs and services are delivered directly by the council and through a network of authorized delivery agencies and regional safety councils throughout the province.

**Purpose/mandate:** To eliminate preventable loss of life, limb and property, through the provision of safety training and awareness programs through employers and directly to the community, and through advocacy to make safety a higher priority in government, industry and the family.

**Programs/services:**

- Occupational safety and health training programs for workers and supervisors;
- Traffic safety courses and driver improvement training for all types of vehicles;
- Novice through experienced motorcycle rider training;
- Occupational all terrain vehicle operator training;
- Instructor training programs;
- Advocacy and awareness programs on personal safety and security;
- Education programs on safety for children and seniors;
- Liaison with other groups in injury prevention strategies and initiatives; and
- Mature driver improvement.

**Target group:** Program specific.

**Availability:** Safety Council programs and services are provided to employers and private citizens throughout the province directly by the BC Safety Council and by a network of regional safety councils and authorized delivery agencies. Customized training and consultative services are available.

**Funding:** Mainly through course fees, corporate and individual memberships, and private donations.

**Address:** BC Safety Council  
2225 - 21331 Gordon Way  
Richmond, BC V6W 1J9

**Contact:** Bryan Lowes, Executive Director  
tel: (604) 214-7433 Local 110 fax: (604) 214-7434  
e-mail: [bcsc@safetycouncil.bc.ca](mailto:bcsc@safetycouncil.bc.ca)  
web-site: <http://www.safetycouncil.bc.ca>



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**BC SAFETY COUNCIL  
Cont'd**

**National Office:**

**Address:** Canada Safety Council  
1020 Thomas Spratt Place  
Ottawa, Ontario K1G 5L5

tel: (613) 739-1535 fax: (613) 739-1566

**Addresses and contacts for the regional safety councils in BC:**

- Jim Brown, Manager  
Vancouver Island Safety Council  
1767 Island Highway  
Victoria, BC V9B 1J1

tel: (250) 478-9584 fax: (250) 478-0588

- Marlene Stowell, Manager  
Penticton Safety Village  
490 Edmonton Avenue  
Penticton, BC V2A 2H2

tel: (250) 493-4100 fax: (250) 492-5085

- Genevieve Hawtree, Office Manager  
Kelowna & District Safety Council  
PO Box 2416, Station R  
Kelowna, BC V1X 6A5

tel: (250) 765-3163 fax: (250) 765-3163

- Stuart Lawson, President  
North Shore Safety Council  
879 E. 12th Street  
North Vancouver, BC V7L 2L2

By mail only

<b>BC SCHOOL SPORTS</b>	
<b>BC SCHOOL SPORTS</b>	Risk management guidelines for school event organizers – information for inclusion in the Championship Standards Manual being developed for organizers of BC SCHOOL SPORT sanctioned championships and events; will cover event safety, site safety, liability, emergency protocols, on-site medical and para-medical requirements.

**Purpose/mandate:** To encourage student participation in extra-curricular activities, to assist schools in the development and delivery of their programs and provide governance for interschool competition.

**Programs/services:**

- Forty-nine sanctioned provincial championships for secondary school teams;
- Central registration/data base for member schools;
- Educational/professional development opportunities for 5,000 teacher-coaches;
- Athlete leadership programs for student-athletes;
- Annual Coach's Conference;
- Annual Milk Run;
- Annual Sports Draw;
- School Spirit Week;
- Publications, including the *BC SCHOOL SPORTS Report* magazine, the *Sport Resource Catalogue for Teachers and Coaches*, the *Accommodation Directory*, the *Athletic Coordinators UPDATE*, various sport handbooks and guidelines; and
- Mailing and administrative services for sanctioned sports.

**Target group:**

- Event organizers involved with school-based tournaments, meets and games.
- General Membership - public and independent secondary and middle schools offering extra curricular athletic programmes for students.

**Availability:** Material included as a specific chapter on risk management and event safety in the new *BCSS Championship Standards Manual*, published in school-year 1999-2000.

**Evaluation:** Feedback from membership representatives, the Sports Medicine Council of BC, school districts, insurance companies and lawyers.

**Funding:** Internal funds at the present time, possibly sponsorship of production and distribution.

**BC SCHOOL SPORTS**  
**Cont'd**

**Address:** BC School Sports  
#330 - 1367 West Broadway  
Vancouver, BC V6H 4A9

**Contact:** tel: (604) 737-3066 fax: (604) 737-9844  
e-mail: [bcss@intergate.ca](mailto:bcss@intergate.ca)  
web-site: <http://www.bcschoolsports.com>

<b>THE BRITISH COLUMBIA SCHOOL TRUSTEES ASSOCIATION</b>	

**Purpose/mandate:** The British Columbia School Trustees Association is a non-profit, voluntary organization. Its members, boards of school trustees, are locally elected to represent their respective communities. The Association works to:

- Preserve and promote the fundamental democratic principle of local autonomy and community control of public education; and
- Influence government by advocating the views of school boards on public education in BC.

**Mission:** To promote effective boards of public school trustees working together for BC students.

**Programs/services:**

- Co-operate with other government/private agencies to reduce the number of motor vehicle accidents and other injuries among young people.

**Target group:** 60 BC School Boards.

**Availability:** Upon request.

**Funding:** Membership fees.

**Address:** BC School Trustees Association  
1580 West Broadway, 4<sup>th</sup> Floor  
Vancouver, BC V6J 5K9

**Contact:** Jean Ciriani  
Communications Manager  
tel: (604) 734-2721 fax: (604) 732-4559

BC SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS	
<b>BCSPCA Bite Free</b>	The Bite Free program is offered in collaboration with BCSPCA branches.

**Purpose/mandate:** The aim of the Bite Free program is to reduce the number of dog bite injuries by teaching safe and appropriate behaviour around dogs and by advocating responsible dog ownership.

**Programs/services:**

- **Bite Free:** a resource kit focusing on how to avoid dog bites. The kit includes a 10 minute video for the children; and a 16-minute training video, an information brochure, and a teaching guide to aid educators and youth club leaders in introducing dog bite safety to children. Kids learn why dogs may bite and how to assess and cope with a range of encounters with dogs. Information for parents is contained in the Bite Free brochure which includes a game children can play. The brochure is available in English, French and Chinese.

Additional programs related to child safety include:

- **Learning to Care, Kindness Counts:** school programs focussing on care and behaviour of animals extend the concept of self-care.

**Target group:** Children up to age nine, parents, dog owners.

**Availability:** The *Bite Free* resource guide is available through BCSPCA or by contacting your local branch of the BCSPCA. Many veterinarians and dog breeders have the program brochure on hand.

**Evaluation:** Evaluated and endorsed by the BCSPCA, teachers, dog trainers and breeders, and veterinarians.

**Funding:** Grants and donations, contract work for BC S.P.C.A.

**Address:** BC Society for the Prevention of Cruelty to Animals  
322 - 470 Granville Street  
Vancouver, BC V6C 1V5

**Contact:** Craig Naherniak  
Director of Education  
tel: (604) 681-3379 fax: (604) 681-7022  
e-mail: [cnaherniak@sPCA.bc.ca](mailto:cnaherniak@sPCA.bc.ca)  
web-site: [http:// www.sPCA.bc.ca](http://www.sPCA.bc.ca)

<b>BC TRAUMA REGISTRY</b>	
<b>BC Trauma Registry</b>	The registry captures congruent data on all patients hospitalized because of injury. Participating hospitals include Vancouver Hospital and Health Sciences Centre (Vancouver General Hospital), St. Paul's Hospital BC Children's Hospital, Fraser-Burrard Hospital Society (Royal Columbian Hospital), Lions Gate Hospital, and Capital Health Region (Victoria General Hospital and Royal Jubilee Hospital), as well as Kelowna General Hospital, Royal Inland Hospital and Prince George Regional Hospital.

**Purpose/mandate:** To store incidental and clinical information about trauma patients admitted to a trauma receiving hospital in BC. Data re patient demographics; injury incident mechanism, type and severity; pre-hospital and hospital care; utilization and outcome are provided. Trauma Registry goals are:

1. To accurately maintain patient specific data for patients admitted due to injuries;
2. To provide a populated based data set to support epidemiology, research and education;
3. To accurately report trauma patient volume, acuity, length of stay, outcome and resource utilization statistics to support provincial planning and management of all trauma services, to permit accurate projection of future service requirements and assist in utilization management;
4. To support the quality assurance and continuous quality improvement programs for all Trauma Services;
5. To provide better targeting and evaluation of injury prevention campaigns; and
6. To provide a multi-institutional utilization and outcome profile against which individual facilities can measure their performance.

**Programs/services:** Vancouver General Hospital is responsible for the administration of the program. Education and support for Health Record Administrators who abstract the data is provided. Inter-institutional and aggregate information is reported to participating hospitals and the BC Ministry of Health. All requests for information are also supported.

**Target group:** Caregivers, policy makers, and the community.

**Availability:** The project is based at Vancouver General Hospital to which inter-institutional data are uploaded.

**Evaluation:** Annual data sets will be compared for quality assurance, continuous quality improvement, utilization, and planning purposes.

**Funding:** BC Ministry of Health.

**Future plans:** Expansion to all major trauma hospitals in BC.

**BC TRAUMA REGISTRY**  
**Cont'd**

**Address:** Trauma Services, BC Trauma Registry  
Vancouver General Hospital, Trauma Services  
3rd Floor - 855 West 10th Avenue  
Vancouver, BC V5Z 1L7

**Contact:** Sharon Kasic, Manager, BC Trauma Registry  
tel: (604) 875-4748 fax: (604) 875-5348  
e-mail: skasic@vanhosp.bc.ca

**BRITISH COLUMBIA INJURY PREVENTION CENTRE**

<p><b>British Columbia Injury Prevention Centre</b></p>	<p>The British Columbia Injury Prevention Centre is a community-based injury prevention program dedicated to promoting injury-free living in British Columbia and its communities. Injury prevention programs are designed to decrease the incidence and severity of injuries in communities using evidence based research and best practices in health promotion.</p>
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**Purpose/mandate:** To develop, promote and implement educational programs and media awareness campaigns fostering injury-free living in high-risk activities including on-road travel (cycling and travel to & from school), sports (snowboarding & skiing), water (diving, kayaking and canoeing) and other outdoor-related activities (mountain-biking, in-line skating, scooters, hiking and climbing).

**Programs/services:**

- Media Awareness Campaigns: Television, radio and new media (interactive web site & flash animation). Campaigns include a focus on ones' physical environment in recreational snowboarding, skiing, in-line skating and diving. Media campaigns promote the use of protective gear in high-risk activities including the wearing of helmets, wrist guards, kneepads and other protective equipment as recommended. Radio announcements on snowboarding/skiing and diving are aired province-wide in BC.
- Injury-Free Zone Concept, Injury-Free Lifestyles and Risk-Taking in Any Environment are injury prevention programs that are evidence-based and support best practices in preventing injuries in high-risk activities. Programs are developed for different target groups, including students at Elementary and Secondary Schools and recreational users of all ages. Programs are taught by certified instructors who are specialists in their fields including professional athletes and stunt people in the film industry. The overarching goal of the injury prevention programs is to teach participants how to assess their training and experience levels, their physical environment (their body in relation to the environment) and, how to develop a positive attitude in the activities they participate in.
- Resource materials are available for students, teachers, special event coordinators and health professionals. The injury prevention resources include the following areas: snowboarding/skiing, cycling, in-line skating, scooters, diving, and road-safety.

**Target group:** BC Schools, recreational users, and the general public.

**Availability:** Programs and resource materials are available by contacting the BC Injury Prevention Centre offices at Vancouver Hospital & Health Sciences Centre. Information on the Centre's school programs and media awareness campaigns is available on our web site: [www.injuryfreezone.com/](http://www.injuryfreezone.com/).



**BRITISH COLUMBIA INJURY PREVENTION CENTRE**  
**Cont'd**

**Evaluation:** Programs are evaluated on an on-going basis.

**Funding:** The BC Injury Prevention Centre is based at Vancouver Hospital & Health Sciences Centre, a part of the V/RHB. We are affiliated with Trauma Services at Vancouver Hospital. Funding resources include fee for service, sponsorships and grants.

**Future Plans:** Launching a campaign at Whistler Blackcomb to promote the wearing of protective gear in winter-related activities. The "Free-Helmet Campaign" at Whistler Blackcomb Rental Shops will be launched in the 2001/2002-winter season. Helmets will be available to recreational skiers and snowboarders during the day at no cost. The campaign is sponsored by the British Columbia Injury Prevention Centre, Provincial Brain Injury Program, Sea to Sky Health Council (Whistler Health Centre & Squamish Hospital), Trauma Services, Vancouver Hospital, V/RHB, Louis Garneau Sports Inc. and Intrawest Corporation/Whistler Blackcomb.

**Address:** British Columbia Injury Prevention Centre  
D-4, 2733 Heather Street  
Vancouver, BC V5Z 3J5

**Contact:** Mary Ellen Lower, Director, Programs & Development  
Tel: (604) 875-5856 Fax: (604) 875-5858  
e-mail: mlower@vanhosp.bc.ca  
web Site: [http:// www.injuryfreezone.com](http://www.injuryfreezone.com)

<b>CAPH</b>
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**Purpose/mandate:** To help member hospitals reach their potential. The organization also works to influence national child health policy, build partnerships with other health-related groups and mobilize expertise and resources for improving child health status.

**Programs/services:** Since the founding of the Canadian Children's Safety Network, CAPH has served as co-chair. CAPH has been a mobilizing force behind the initiation, development and acquisition of external funding to operate the network. CAPH serves as a liaison and resource organization regarding the Children's Hospital Injury Reporting and Prevention Program in children's hospitals.

**Target group:** Infants/toddlers, preschoolers, young school age children, pre-teens and young teenagers, older teenagers.

**Address:** Canadian Association of Paediatric Hospitals (CAPH)  
c/o CHEO Children's Hospital of Eastern Ontario  
401 Smyth Road  
Ottawa, Ontario K1H 8L1

**Contact:** Garry Cardiff  
Chief Executive Officer  
CHEO  
tel: (613) 737-2200 fax: (613) 738-4801  
e-mail: cardiff@cheo.on.ca

<b>CANADIAN ASSOCIATION OF PROFESSIONAL LIFEGUARDS</b>	
<b>Drowning Prevention</b>	The Canadian Association of Professional Lifeguards is a

<b>and Aquatic Safety</b>	federal non-profit organization that represents lifeguards in Canada and takes the principles and ideals of lifeguarding to the public and governments through education.
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**Purpose/mandate:** To promote research, education, and public service to and on behalf of professional lifeguards and others who have an interest in educating the public on behalf of the profession of lifeguards, without providing training certificates or comment on collective bargaining. To recognize all research, training, and practical efforts necessary to support the prevention of needless drownings.

**Programs/services:**

- Develop and distribute educational, motivational, and research materials, plus programs on drowning prevention subjects.
- **Junior Guard Program:** Association professionals travel to communities with a challenging, motivational program for teenage youth, and to train facility staff to maintain the program. Materials and post-training support are provided to participants and facilities.
- **Research:** The association initiated research in drowning prevention and circulated it to the public and governments. Lifeguard related research is also circulated to members and governments.
- **Standards:** The association investigates and prepares professional standards for all aspects of lifeguards' training curriculum, performance criteria, regulatory language, and other related subjects for circulation.
- **Grants:** The association provides matching grants for lifeguards' safety and emergency equipment.

**Target group:** Youth, general public, governments, lifeguards, training agencies and media.

**Availability:** Upon request from the association.

**Funding:** Members, research grants, program fees, bequests.

**Address:** Canadian Association of Professional Lifeguards  
1520 Haultain Street  
Victoria, BC V8R 2K2

**Contact:** Executive Director  
Stan Anderson  
tel: (250) 598-8685

<b>CANADIAN FIREARMS SAFETY COURSE</b>	
	The Canadian Firearm Safety Course listing of approved instructors is available through local Police

	Agencies and Security Programs-Ministry of Attorney General.
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**Purpose/mandate:** To train persons 12 years of age and older in the safe and responsible handling of firearms.

**Programs/services:**  
 Approved Fire-arm Safety Instructors are located throughout British Columbia. Persons interested in taking the Canadian Fire-arm Safety Course are encouraged to contact their local Police agency for a listing of approved instructors.

**Funding:** Individual course participant.

**Address:** Ministry of Attorney General  
 PO Box 9217 Stn Prov Gov  
 Victoria BC V8W 1X4

**Contact:** David Michand, Coordinator  
 Canadian Firearm Safety Education  
 Toll free: 1-800-731-4000 extension 9586  
 tel: (250) 387-2265 fax: (250) 387-9169

<b>CANADIAN HOSPITALS INJURY REPORTING AND PREVENTION PROGRAM (CHIRPP)</b>	
<b>CHIRPP</b>	CHIRPP is a national injury surveillance system that collects and analyses data on injuries and poisonings

**National Headquarters**

treated at the emergency departments of 10 pediatric and six general hospitals across Canada.

**Purpose/mandate:** To reduce the incidence and severity of injuries (particularly to children) from all causes. The specific objectives include, to collect information on **what** types of injuries occur, as well as **how, when, where** and **why** they happen. It also monitors trends and patterns of injury; identifies existing and emerging hazards; facilitates research into the causes and consequences of injury; identifies and targets groups at increased risk of incurring injury; and provides a national database (and regional databases) for the analysis and dissemination of the collected injury data.

**Programs/services:**

CHIRPP collects detailed information concerning the circumstances of injury from a questionnaire completed by each patient (or parent/care giver) who seeks treatment at the emergency rooms of participating hospitals. Emergency room physicians provide data on nature of injury and treatment provided. The information gathered is coded centrally and maintained in a national database at Health Canada in Ottawa. Regional databases are maintained at each participating hospital. The program started in 1990. As of march, 2001, the national database contains more than one million records.

**Target group:** CHIRPP information is used by individuals, organizations and government agencies active in the planning, implementation and evaluation of injury prevention programs. The activities of these groups and their programs include providing timely recommendations to the general public; education of "at risk" groups, parents and care givers; modification of high risk environments; and development of policy and legislation.

**Availability:** National injury information is available from Health Canada at the address below. British Columbia's Children's Hospital in Vancouver is the participating hospital in British Columbia.

**Evaluation:** Reevaluation of the CHIRPP program is planned for the year 2000.

**Funding:** Health Canada.

**Address:** Injury Division, Bureau of Reproductive & Child Health  
Centre for Health Human Development  
Health Canada, Tunney's Pasture PL 0701D  
Ottawa, Ontario K1A 0L2

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**CANADIAN HOSPITALS INJURY REPORTING  
AND PREVENTION PROGRAM**

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**Contact:** tel: (613) 941-9918 fax: (613) 941-9927  
e-mail: CHIRPP@hc-sc.gc.ca  
web-site: <http://www.hc-sc.gc.ca/hpb/lcdc/brch/injury.html>

<b>CANADIAN HOSPITALS INJURY REPORTING AND PREVENTION PROGRAM (BC)</b>	
<b>CHIRPP BC's Children's Hospital</b>	CHIRPP is a national childhood injury surveillance system, a program of the Child Injury Division, Bureau of Reproductive and Child Health. Information about childhood injuries is used to plan and evaluate injury prevention programs.

**Purpose/mandate:** The aim of CHIRPP is to contribute to the reduction in the number and severity of injuries in Canada. The information gleaned from thousands of records permits researchers to observe patterns of injury occurrence and to identify hazards and high-risk situations. This makes possible the setting of priorities and the development and evaluation of targeted injury prevention programs.

**Programs/services:** CHIRPP, established in 1990, is a computerized information system that collects and analyzes data on injuries to people (mainly children) who are seen at the emergency rooms of the 10 paediatric hospitals and of five general hospitals in Canada. The hospitals are linked to a main database in Ottawa. CHIRPP collects data on all of the circumstances leading up to an injury, the nature of the injury, and the age and sex of the injured person.

CHIRPP uses injury surveillance software developed by the Government of Australia. CHIRPP has now collected data on over ten years of childhood injuries across Canada. The study is coordinated by the Laboratory Centre for Disease Control (LCDC).

**Target group:** Policy makers, injury prevention groups, health planners, and the general public.

**Availability:** British Columbia's Children's Hospital is the participating hospital in BC.

**Evaluation:** CHIRPP was initiated in March, 1990 as a three year feasibility study. The program has since been expanded and its term lengthened.

**Funding:** Laboratory Centre for Disease Control, Health Canada.

**CANADIAN HOSPITALS INJURY REPORTING AND  
PREVENTION PROGRAM (BC)  
Cont'd**

**Address:** British Columbia's Children's Hospital  
CHIRPP  
Room L408, 4480 Oak Street  
Vancouver, BC V6H 3V4

**Contact:** Dr. Parminder Raina, Director  
British Columbia Injury Research and Prevention Unit  
British Columbia's Children's Hospital  
tel: (604) 875-3776 fax: (604) 875-3569

**CANADIAN INSTITUTE OF CHILD HEALTH**



**Purpose/mandate:** Injury Prevention.

**Programs/services:**

- Newsletter quarterly.
- Injury statistics, CICH publication: *The Health of Canada's Children: A CICH Profile, 3<sup>rd</sup> edition* provides a comprehensive overview of death and hospitalisation statistics presented by age group, by province and by leading causes.
- Fact Sheets available online at [http:// www.cich.ca/facts.htm](http://www.cich.ca/facts.htm).

Publications on Safety:

- *On Your Own* – This workbook is designed for parents or caregivers to read with children who are preparing to be at home alone. Developed by the Saskatchewan Safety Council, it discusses how to stay safe, what to do when help is needed and how to get along with siblings.
- *Still Home Alone* – This study summarises findings from the literature and from key informants across Canada concerning prior and post school care of school-age children who are home alone. This resource is designed for public health professionals, educators, parents, child caregivers, community workers and employers concerned about school aged children.
- *Active/Safe Routes to School* – The purpose of this important report is to review child/youth risk factors associated with active transportation to and from school and to develop recommendations to promote safe routes.
- *Bicycle Helmet Literature* – The Canadian Bike Helmet Coalition (CIHC) offers two videos: *Bicycle Helmets: The Choice is yours* and *Don't Use Your Brains for Brakes*. It also offers a guide *Bike Helmets for Children: How to Organise a Community Project*, fact sheets, posters and French material.
- *When Child's Play is Adult Business* – This booklet helps parents and caregivers to evaluate the safety of playgrounds for children. Playground design, how to prevent common playground accidents and how to maintain safe spaces are described.
- *Environmental Hazards: Protecting Children* – Children are particularly susceptible to toxic substances and contaminants. Ten information sheets discuss pesticide, hormone disrupters, breast-feeding, asthma, childhood cancers, reproductive abnormalities, prenatal exposure, neuro-developmental effects, and respiratory health. Developed by the CICH, this resource is intended for health professionals, child care providers and community health groups.
- Canadian Child Health Atlas – This practical resource uses data to assess child health and variations in hospitalization rates for respiratory illness, gastro-intestinal illness, injuries, etc., for children under the age of 19.

**Target group:** All children and families as well as professionals.

**Evaluation:** Feedback on any publications would be welcomed.

**Funding:** Donations, project funding, and membership.

**CANADIAN INSTITUTE OF CHILD HEALTH**  
**Cont'd**

**Address:** Canadian Institute of Child Health  
300 – 384 Bank Street  
Ottawa, Ontario K2P 1Y4

**Contact:** Dawn Walker, Executive Director  
tel: (613) 230-8838 fax: (613) 230-6654

CANADIAN PARKS AND RECREATION ASSOCIATION (CPRA)	
<b>Injury Prevention Program</b>	Canadian Playground Safety Institute (CPSI).

**Purpose/mandate:** CP/RA is dedicated to the enhancement of quality community leisure services, lifestyles and environments for all Canadians through the efforts of its members and allies in advocacy, education, information sharing, policy development and national initiatives.

**Programs/services:**

- *Program Initiatives:* Playground Safety, Making All Recreation Safe (MARS), Youth at Risk, Benefits of Recreation.
- *Information and Referral:* CPRA receives hundreds of inquiries annually for information on leisure, recreation, parks, and related services. Through our national affiliations we are also able to refer individuals to relevant organization both provincially and nationally.
- *Advocacy:* CPRA initiates and coordinates advocacy and leadership efforts with its membership and through alliances. Advocacy issues focus on national priorities which are identified by the CP/RA Board of Directors, partners and members.
- *Awards and Recognition Program:* Every year CPRA recognizes individuals and organizations with the following awards: Award of Excellence for Innovation, The Claude Langelier Award for Young Professionals, Award of Merit, Citation of Outstanding Achievement, Honourary Life Membership, The Harry Boothman Professional Development Fund and the CPRA National Benefits Award.
- *Materials Development:* The association responds to the needs of its membership. Based on these needs, the association develops and publishes relevant resource materials (e.g. Parks and Recreation Canada magazine).

**Target groups:** Current and potential members of CPRA, elected officials, decision makers/influencers, corporate sector, volunteers and general public.

**Address:** Canadian Parks and Recreations Association  
404-2197 Riverside Drive  
Ottawa, ON K1H 7X3  
tel: (613) 523-5315 fax: (613) 523-1182  
e-mail: [cpra@cpra.ca](mailto:cpra@cpra.ca)  
web-site: <http://www.cpra.ca>

**Contact:** Carole Anne Piccinin  
Communication and Marketing Director  
tel: (613) 523-5315 ext. 308

CANADIAN RED CROSS SOCIETY	
<b>Water Safety and First Aid Services</b>	The Canadian Red Cross Society's Water Safety and First Aid programs seek to reduce unintentional injuries through the provision of community-based training opportunities. Water Safety and First Aid pupil training courses are supported by a comprehensive, multi-level leadership training and certification program.

**Purpose/mandate:** To provide training opportunities that increase injury prevention knowledge and skill levels in order to reduce the incidence and/or seriousness of injuries, illness or fatalities.

**Programs/services:**

- **AquaTots:** is a three-level introduction to the water for infants to pre-schoolers and their parents and/or caregivers. The program focuses on water exploration and water safety.
- **AquaQuest:** is a dynamic twelve-level program for children aged three and above. This innovative program teaches children to stay safe in, on, and around the water by focusing on swimming, water safety, and injury prevention.
- **AquaAdult:** is a unique three-stage program for adolescents and adults. You can set your own goals, proceed at your own pace, and track your own progress.
- **PeopleSavers:** is a four-level program developed for elementary school children from Kindergarten to Grade 7. PeopleSavers teaches children how to identify dangerous situations, how to call for help, and basic first aid skills appropriate to their age level.
- **Babysitters:** is a ten-hour program recommended for youth aged 11 to 15. It introduces participants to the essentials of childcare, injury prevention, and first aid.
- **ChildSafe:** is an eight-hour program emphasizing injury prevention for parents and caregivers. Participants will learn first aid basics, infant and child CPR, and how to identify potential dangers for children.
- **Emergency First Aid, Standard First Aid and CPR:** are core first aid courses that emphasize key emergency first aid skills, including basic life support training for infants, children, and adults. These courses are all developed to be learner-centred and based on injury prevention.
- **First Responders:** is an intense 44 hour comprehensive first aid course.
- **Wilderness and Remote First Aid:** is a 32 hour course that focuses on dealing with first aid in the wilderness and remote locations.

**Target group:** General Public, community groups, and high-risk populations.

## CANADIAN RED CROSS SOCIETY cont'd

**Availability:** Water Safety and First Aid programs are delivered throughout British Columbia by community partners. To find a course near you please contact the First Aid and Water Safety Services Call Centre at 1-888-307-7997 or via e-mail at wz-fawss@redcross.ca.

**Evaluation:** The Canadian Red Cross and the Lifesaving Society partner together to collect the national drowning statistics every year. The following reports are available:

- The National Drowning Report: An Analysis of Water-Related Deaths in Canada (annual).
- Drowning: A Concern for BC and Yukon (1998 Summary Canadian Red Cross and Lifesaving Society).
- Drowning among 1 to 4 year-old Children in Canada (1995).
- Drownings of Swimmers in Canada (1996).
- Drownings and other Injury Fatalities During Boating (1997).
- Drowning and Water Fatalities within the Aboriginal and Inuit Communities in Canada (1998; pending).
- An Analysis of Water Related Fatalities on Aboriginal People in Western Canada (1988 ... comparative study using data – 1994-96).

**CANADIAN RED CROSS SOCIETY CONT'D**

**Medical Equipment  
Loan Services**

The Canadian Red Cross Society's Medical Equipment Loan Service seeks to reduce unintentional injuries in seniors through the provision of health care equipment loans.

**Purpose/mandate:** To loan basic medical equipment on a short-term basis at no charge to clients needing help while recovering from injury or illness and to reduce the incidence of falls in seniors through proper fitting and instruction in equipment use.

**Programs/services:** Trained volunteers provide this service as a community-based program throughout British Columbia. Wheelchairs, walkers, canes, crutches and bathroom aids are provided upon medical referral at no charge or by donation to anyone in need, regardless of their ability to pay.

**Target groups:** Seniors, and the general public.

**Availability:** Medical Equipment Loan Service depots are available in over 90 communities in British Columbia.

**CANADIAN RED CROSS SOCIETY CONT'D**

<p><b>Disaster Preparedness – “QuakeSafe”</b></p>	<p>The Canadian Red Cross Society’s Disaster Preparedness program seeks to reduce unintentional injuries through the provision of community-based “QuakeSafe” training.</p>
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**Purpose/mandate:** To deliver disaster preparedness training to the public to mitigate or lower the rate of injury as result of an earthquake or other natural or man-made disaster.

**Programs/services:** QuakeSafe Training is delivered by Red Cross community volunteers who introduce very simple concepts about disaster preparedness in order to increase the capacity of individuals to prevent injury and be more self-reliant for 72 hours after a disaster. Communities are then able to focus more resources on helping those who have less capacity to help themselves such as the elderly and those living with disabilities.

**Target groups:** The general public, and community groups.

**Availability:** QuakeSafe and other disaster preparedness workshops are delivered free of charge by trained volunteers throughout British Columbia.

**CANADIAN RED CROSS SOCIETY**  
**Cont'd**

**Address:** Canadian Red Cross  
3<sup>rd</sup> Floor, 4750 Oak Street  
Vancouver BC V6H 2N9

**Contact:** Ian Pike, Regional Director  
tel: (604) 709-6600 fax: (604) 709-6675

Contact the following Canadian Red Cross Regional Offices or [www.redcross.ca](http://www.redcross.ca) for more information about their first aid, water safety, medical equipment loans and disaster preparedness programs and services:

- **Thompson/Okanagan Region**  
2280B Leckie Road  
Kelowna, BC V1X 6G6  
tel: (250) 763-1859 toll free: 1-800-661-3308 fax: (250)763-6131
- **Northern Region (Northern BC and Yukon)**  
1399 6<sup>th</sup> Avenue  
Prince George, BC V2L 5L6  
tel: (250) 564-6566 toll free: 1-800-278-7177 fax: (250) 564-2688
- **Coastal Region (Vancouver Island)**  
909 Fairfield Road  
Victoria, BC V8V 3A3  
tel: (250) 382-2043 toll free: 1-800-661-9055 fax: (250) 382-3420
- **Lower Mainland Region**  
3<sup>rd</sup> Floor, 4750 Oak Street  
Vancouver, BC V6H 2N9  
tel: (604) 709-6600 fax: (604) 709-6675

**CANADIAN SOCIETY OF SAFETY ENGINEERING**



**Purpose/mandate:** Two of the several mandates that CSSE pursues are as follows:

- To prevent off-the-job injuries for workers and their families.
- To prevent injuries to the new young worker in industry through education and training.

**Availability:** We provide topics and information on injury prevention at monthly meetings, seminars and professional development conferences.

**Funding:** Memberships and educational seminars.

**Address:** Canadian Society of Safety Engineering  
 British Columbia Lower Mainland Chapter  
 PO Box 26046  
 Richmond Square Postal Outlet  
 Richmond, BC V6Y 3V3

**Contact:** Kathy Tull      tel: (604) 272-5422    fax: (604) 275-5752  
 Jim Hopkins      tel: (604) 520-3641    fax: (604) 520-5523  
 Bryan Lundale    tel: (604) 468-7052    fax: (604) 291-2873

<b>Development</b>	product testing and certification. CSA standards relating to childhood injuries include standards for child resistant packaging and sports/recreational equipment. A standard for play equipment and playspaces is also available.
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**Purpose/mandate:** To develop standards and tests, certify products in nine major areas, including life sciences, environment, electrical/electronics, communications/information, construction, energy, transportation/distribution, materials technology, and business management systems.

**Programs/services:**

- **Standards Development:** Product standards are developed through consensus, by committees comprised of volunteers from industry, government, educational and scientific communities, and safety and consumer organizations. Standards relating to childhood injury prevention include: helmets (cycling/hockey/ski); face protection (hockey/lacrosse); child resistant packaging for prescription and over-the-counter drugs; thermostat settings for electrical hot water tanks; play equipment and play spaces. The standard on play spaces includes standards on design, construction, installation, maintenance, and inspection of public use play equipment as well as the play environment.
- **Other services:** CSA provides product testing, certification, and technical information services. For some products, CSA certification is required by law. Other certification programs are voluntary. CSA provides information, publications, standards documents, and sponsors public service announcements on such subjects as helmets, playground equipment, and child-proof bottle caps.

**Target group:** Consumer groups, manufacturers, professional groups, the general public.

**Availability:** Standards are available for sale; a catalogue provides publications and ordering information. Publications and other materials are available to CSA members, customers, and the public and may be ordered through the Pacific Region office in Richmond or the corporate office in Ontario.

**Evaluation:** CSA is accredited by the Standards Council of Canada and is a member of the National Standards System of Canada.

**Funding:** CSA is a not-for-profit, private and independent association. Funding sources include memberships, the sale of standards, product testing, and certification fees.

**Address:** CSA International  
Pacific Region Operations Headquarters  
13799 Commerce Parkway  
Richmond, BC V6V 2N9

**Contact:** Jeanie Pitman  
tel: (604) 244-6610 fax: (604) 244-6600

<b>CAPITAL HEALTH REGION (CHR)</b>	
<b>Injury Control</b>	Injury control is part of the prevention program delivered by Public Health Nurses in the Child, Youth

	and Family Health Prevention Services Team in the Capital Health Region.
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**Purpose/mandate:** To reduce injuries, deaths and illness due to preventable injury, poisoning, and violence in infants, preschool and school-aged children and youth.

**Programs/services:** Public Health Nurses work with parents/caregivers, schools and communities to: promote the correct use of infant/child vehicle restraints; bicycle safety including helmet use; prevent Shaken Baby Syndrome; and to provide information and anticipatory guidance about safety in and around the home. This information is provided through presentations; resource material such as pamphlets, videos and teaching packages; newspaper and newsletter articles; including parenting programs as well as drop-in's; providing guest speakers to community agency programs and parenting classes; and during health unit and home visits.

**Target Group:** Infants, preschool and school-aged children, youth, parents/caregivers and other community agencies.

**Availability:** Safety-related activities are conducted in health units, homes, day cares, schools and other community settings. Public Health Unit offices are located in Victoria, Saanich, Saanich Peninsula, Esquimalt, Western Communities, Sooke, and Salt Spring Island, and Public Health services are provided to Port Renfrew and the Outer Gulf Islands.

**Evaluation:** Prevention Services has specific objectives and targets for reductions in illness and death rates due to injuries.

**Funding:** Ministry for Children and Families via Capital Health Region.

**Address:** Child, Youth and Family Health  
Capital Health Region  
3995 Quadra Street, 2nd Floor  
Victoria, BC V8X 1J8

**Contact:** Cindy Anderson, Manager, Prevention Services  
tel: (250) 744-5100 fax: (250) 744-1042  
e-mail: [clanderson@caphealth.org](mailto:clanderson@caphealth.org)

<b>COAST GUARD - Operations Group (W)</b>	
<b>Office of Boating Safety</b>	The Coast Guard conducts a program to prevent the loss of life and injury through boating related accidents and protect the marine environment. The methods employed involve: regulating marine activities and vessel construction; providing education through safety material, lectures and seminars; and encouraging compliance through enforcement partnerships.

**Purpose/mandate:** To promote safer boating and protection of the marine environment through regulation, education and enforcement.

**Programs/services:**

- Materials, programs, regulations and services concerning safe boating and environmental protection, are produced.
- Presentations: Safe boating sectors and presentations are made.
- Training: Law enforcement officers are trained in enforcement of regulations affecting boating.
- Regulation administration: Regulatory processes such as designations under the Boating Restriction Regulations and the Pleasure Craft Sewage Pollution Prevention regulations are administered.
- Consultation: Government agencies are provided advice on marine regulation, safety and environmental protection.

**Target group:** The boating public, government and law enforcement agencies, both coastal and in the interior.

**Availability:** Programs, services and materials are available through Coast Guard Stations, DFO area offices throughout the province and through the Office of Boating Safety in Victoria and Vancouver.

**Evaluation:** Office of Boating Safety programs and services are evaluated nationally through the National Office of Boating Safety.

**Funding:** The Office of Boating Safety is funded through the Director General, Coast Guard, Fisheries and Oceans Canada.

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**COAST GUARD - Operations Group (W) – Office of Boating Safety  
Cont'd**

**Address:** Fisheries and Oceans Canada  
Coast Guard - Office of Boating Safety  
25 Huron Street  
Victoria, BC V8V 4V9

**Contact:** Brian Steven, Superintendent  
Office of Boating Safety  
tel: (250) 480-3792 fax: (250) 480-2793  
web-site: [http:// www.ccg-gcc.gc.ca/main.htm](http://www.ccg-gcc.gc.ca/main.htm)

<b>College of Pharmacists of British Columbia (CPBC)</b>	
<b>College of Pharmacists of British Columbia (CPBC)</b>	The College of Pharmacists is the licensing and regulatory organization for the profession of pharmacy in British Columbia.

**Purpose/mandate:** To serve the public in the promotion of optimal drug therapy by establishing, maintaining and enforcing safe and effective standards of pharmacy practice.

**Programs/services:**

- Register pharmacists and license pharmacies, ensuring compliance with required standards.
- Receive and process complaints relating to pharmacists and pharmacy services.
- Develop standards of practice and legislative proposals for pharmacy practice and drug distribution.
- Provide quality assurance review and support for member pharmacists.

**Target group:** Citizens of British Columbia and current and prospective pharmacists.

**Availability:** Materials are available from the college office, and in certain programs, from pharmacies.

**Evaluation:** Programs are periodically evaluated by the elected and appointed governing board (the council).

**Funding:** Annual fees from pharmacists and pharmacies, plus selected fee-for-service items.

**Address:** College of Pharmacists of British Columbia  
#200 - 1765 West 8th Avenue  
Vancouver, BC V6J 1V8

**Contact:** Linda Lytle, Registrar  
tel: (604) 733-2440 fax: (604) 733-2493

<b>COMMUNITY HEALTH NURSES GROUP</b>	
<b>A professional practice group of the RNABC</b>	

**Purpose/mandate:** To identify and respond to needs related to professional growth, continuing education, and communication of nurses practising in community health.

**Programs/services:**

- Educational meetings every six weeks.
- Newsletter four times a year.

**Target group:** All nurses interested or engaged in community health nursing.

**Availability:** Membership is \$15 per year.

**Evaluation:** Programs evaluated on a random basis, input sought from membership once a year.

**Funding:** Self-generated from membership fees, conferences, projects, plus \$500 grant from RNABC.

**Future plans:** Decentralization/regionalization; improving quality of newsletter.

**Address:** Community Health Nurses Group  
c/o RNABC  
2855 Arbutus Street  
Vancouver, BC V6J 3Y8



<b>CYCLING BC</b>	
<b>Bicycle Safety</b>	

**Purpose/mandate:** To support and develop the sport of cycling in British Columbia.

**Programs/services:**

- 24 Hour extended medical, dental and 3<sup>rd</sup> party liability insurance while on a bicycle.

**Target group:** Recreational and competitive cycling.

**Availability:** Programs and activities are available through local groups around the province. The provincial office is presently in Vancouver.

**Funding:** Memberships, donations and provincial government grants.

**Address:** Cycling BC  
332-1367 West Broadway  
Vancouver, BC V6H 4A9

**Contact:** Tanya Camposano, General Manager  
tel: (604) 737-3034 fax: (604) 737-3141  
web-site: [http:// www.cycling.bc.ca](http://www.cycling.bc.ca)

<b>DIRECTORATE OF AGENCIES FOR SCHOOL HEALTH (DASH)</b>	
<b>Directorate of Agencies for School Health</b>	DASH is a non-profit society whose mission is to promote a comprehensive approach to school health issues in British Columbia.

**Purpose/mandate:** To promote child and youth advocacy and networking on issues relating to health in school age children. To encourage youth involvement in the promotion of health enhancing behaviours in school communities.

**Programs/services**

- Links Activities to the Personal Planning Curriculum - a comprehensive health education curriculum.
- Advocates for comprehensive school health.
- Mobilizes a Network of agencies and volunteers committed to the health and well-being of children and youth.
- Sponsors forums or seminars on school health/provides networking opportunities.

**Target group:** Ministry of Children and Families, Ministry of Health and Ministry Responsible for Seniors, Ministry of Education, and agencies, organizations and individuals promoting health in school age children.

**Availability:** Works through member organization, Regional Members at Large, and Healthy School Coordinators in BC.

**Address:** C/O Lz Gurzky  
1212 W. Broadway, Suite 2000  
Vancouver, BC V6Y 3V2

**Contact:** Kathy Cassels  
President (2001)  
e-mail: dash-org@hotmail.com

EDI EDUCATIONAL DESIGN INTERNATIONAL	
<b>Development &amp; Delivery of Educational Messages</b>	EDI provides contract services to educational institutions, government ministries, corporations and non-profit agencies who need assistance in developing and/or delivering educational messages to their various publics.

**Purpose/mandate:** To plan, implement and promote successful and creative educational and communications projects.

**Programs/services:** Past projects include:

- For ICBC: *Motivating the Child: Best Ways to Influence the Traffic Safety Behaviours and Attitudes of Children Aged 5 to 12.*
- For Fair Play Canada: *Fair Play for Kids - A Handbook for Activities for Teaching Fair Play.*
- For FAME (Female Athletes Motivating Excellence) Ontario: *Fun 'n Motion - Helping Girls & Young Women Set Goals for Lifelong Physical Activity!*
- For BC Ministry of Transportation and Highways, Motor Vehicles Branch: *Bike Smarts Handbook.*
- For BC Ministry of Transportation and Highways, Motor Vehicles Branch: As the BC Cycling Education Coordinator, we are currently working to liaise with all organizations delivering cycling education programs.

**Target group:** Sport and recreation, education sector, environment, injury prevention, tourism, agriculture and aboriginal education.

**Availability:** Our mission is client service through effective consultation.

**Evaluation:** Winner of UNESCO award for educational programs promoting Fair Play.

**Funding:** Based on a per contract basis.

**Address:** EDI Educational Design International  
863 Royal Oak Avenue  
Victoria, BC V8X 3T3

**Contact:** Deanna Binder  
tel: (250) 479-0963 fax: (250) 479-9844

<b>MEDIC FIRST AID® - Paediatric Program</b>	
<b>MEDIC FIRST AID® - Paediatric Program</b>	EMP Canada provides an integrated MEDIC FIRST AID®/CPR inclusive – Injury and Illness Prevention and Emergency Care training program. MEDIC FIRST AID® - Paediatric training is appropriate for any Caregiver Responsible for Children's Safety.

**Purpose/mandate:** The MEDIC FIRST AID® - Paediatric program is a national effort designed for use by the general public to help significantly reduce the number of childhood injuries and deaths. It was also developed to train caregivers in the skills needed to recognize and properly respond to childhood emergencies.

**Programs/services:** MEDIC FIRST AID PAEDIATRIC is an eight hour video-based emergency care program with instructor supervised practices. This training program, approved by EMP Canada, is registered under the authority of the Private Post Secondary Education Commission of British Columbia. MEDIC FIRST AID teaches appropriate skills for the care of infants and children. Paediatric MFA emphasizes prevention strategies and development of essential and secondary skills of patient care in a flexible course. The program uses innovative "seeing, hearing and doing" methodology for learning. Students' skills are evaluated by observation not by written testing. We create a low-stress, confidence building, positive classroom environment, using cooperative learning methods. Further, EMP is recognized within the Province of British Columbia for their WCB / BC Level One training program for the workplace. It should also be noted that EMP is recognized by Health Canada, Labour Canada, Ministry of Health Ontario and each of the WCB's across Canada.

**Target group:** Teachers, daycare staff, school bus drivers, youth leaders, babysitters, parents and any caregiver responsible for the safety of infants and children.

**Availability:** Programs and materials are available by request to our national office in BC. Training programs are delivered by our growing base of facilitators.

**Evaluation:** Quality assurance is maintained by monitoring of class and instructor evaluations performed by all MEDIC FIRST AID students, and by enforcing published requirements with objectivity and consistency. EMP Canada utilizes a "standardized" audio-visual instructional system to teach methodology, as well as student Successful Completion Packs. These teaching tools help standardize the training experience for all students.

**Funding:** Funding directly through sale of educational materials and course fees.

**Future plans:** EMP Canada is a national registry with a plan to invest in British Columbians. We remain dedicated to providing instructionally innovative, medically correct, affordable and practical emergency care training programs.

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**MEDIC FIRST AID® - Paediatric Program  
Cont'd**

**Address:** National Headquarters EMP Canada  
#3 - 10114 McDonald Park Road  
R.R. #3, Sidney, BC V8L 3X9

**Contact:** Gene Hemsworth  
tel: (250) 656-1468 fax: (250) 656-5613  
e-mail: [empmcda@direct.ca](mailto:empmcda@direct.ca)  
web-site: <http://www.firstaidtraining.com>

<b>EMERGENCY NURSES GROUP OF BC</b>	

**Purpose/mandate:** To help establish improved standards of emergency nursing care. To promote better communication and opportunities for the interchange of ideas within the emergency field. To improve community relations through programs on emergency-related health issues.

**Programs/services:**

- Annual general meeting with educational seminar – Spring (April/May).
- Promote National Emergency Nurses Day (October) with information and displays to hospital staff and general public.
- Provide ongoing education for members.

**Target group:** Emergency nurses, allied health professionals, paramedics.

**Availability:** Executive members organize programs. Quarterly newsletter.

**Evaluation:** Ongoing evaluation and input by membership.

**Funding:** Bursary from RNABC annually. Otherwise all funds raised on own through membership fees and fundraising activities.

**Future plans:** Hope to increase public awareness of profiles of Emergency Nurses of BC, and increase membership nationally as a voice of BC Emergency Nurses.

**Address:** Emergency Nurses Group of BC  
c/o RNABC  
2855 Arbutus Street  
Vancouver, BC V6J 3Y8

**Contact:** Sheila Early, President  
c/o RNABC  
web-site: [http:// www.engbc.com/](http://www.engbc.com/)

<b>FARM AND RANCH SAFETY AND HEALTH ASSOCIATION</b>	
<b>Farm and Ranch Safety and Health Association</b>	The Farm and Ranch Safety and Health Association promotes safe working practices and conditions on farms. A variety of field services are provided, including safety consultations, presentations, as well as the distribution of publications and safety check lists.

**Purpose/mandate:** The association's goal is to make everyone at the farm/ranch level aware of safety and health hazards and help them to follow safety and health regulations.

**Programs/services:**

FARSHA can help by:

- Explaining the agricultural health and safety regulations.
- Coordinating first aid training courses.
- Coordinating pesticide training courses.
- Coordinating a health and safety review of your operation, identify hazards, and suggest ways to correct them.
- Assisting in starting safety programs.
- Assisting commodity group safety committees.
- Coordinating on-site safety training.
- Acting as liaison with W.C.B.
- Assisting with training on topics such as:
  - accident prevention
  - workplace inspection
  - health and safety management
  - claims management
- Coordinating other special services, such as toxic gas testing and noise testing.
- Providing safety information, such as booklets, fact sheets and videotapes.

**Target group:** Farmers, ranchers, and their employees.

**Availability:** FARSHA's resources are free to all farmers, ranchers and workers. If you need outside consultants or other services, FARSHA will assist you to attain these services.

**Funding:** Assessed through Workers' Compensation Board on farms and ranches.

**Future plans:** Develop training packages, safety guides and partnerships with agricultural groups.

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**FARM AND RANCH SAFETY AND HEALTH ASSOCIATION**  
**Cont'd**

**Address:** FARSHA  
#102 - 5755 Glover Road  
Langley, BC V3A 8H4

**Contact:** Bruce Johnson, Manager  
tel: (604) 532-1789 fax: (604) 532-1786



<b>FIRE DEPARTMENTS</b>	
<b>Public Education Programs</b>	Fire Departments provide education programs for children and the general public. Fire Awareness Week and Burn Awareness Week are province-wide public awareness campaigns. The Fire Safety House program is a popular education program for school children. Fire Departments also participate in locally developed fire and life safety education activities and events.

**Purpose/mandate:** To prevent injuries and deaths due to fires and other emergencies.

**Programs/services:**

- **Fire Prevention Week:** Annual international public awareness campaign.
- **Fire Safety Houses:** This education program is designed for school children, usually grade three. Safety Houses are portable, scaled down replicas of a typical house. Safety Houses simulate fire situations and are used by fire officers to teach children about fire prevention and emergency actions they should take during a fire situation.
- **Burn Awareness Week:** Annual public awareness campaign.
- **Learn Not To Burn:** Aimed at school age children with vital life-saving fire safety information. The course stresses positive, practical fire safety behaviours. Delivered in the classroom by teachers in partnership with the fire service.
- **Other education programs:** Fire departments participate in locally developed education programs. Activities may include fire safety education programs for schools, pre-schools/day cares, Girl Guides, Scouts, and other organizations.

**Target group:** Program specific.

**Availability:** There are 30 Fire Safety Houses in BC, fire departments adapt the program to local needs. Fire Prevention Week and Burn Awareness Week are province-wide programs. Fire departments also participate in local programs and events, depending on resources and community needs.

**Funding:** Fund raising for Fire Safety Houses is done in part by McDonald's Restaurants of Canada. Private sector companies sponsor many local programs.

**Contact:** For more information, contact local Fire Departments.

<b>FIRST NATIONS' EMERGENCY SERVICES SOCIETY OF BRITISH COLUMBIA</b>	
<b>FNESS</b>	The First Nations' Emergency Services Society (FNESS) is dedicated to supporting First Nation's communities in British Columbia.

**Programs/services:**

We offer a wide range of services and programs to meet the emergency needs of a community: i.e. Fire Protection, Critical Incident Stress Management, Emergency Preparedness , Public Education, Community Development Services Capital Project & Infrastructure Services, (Underground Fuel Storage Tank Removal & Flood and Erosion) and VisionQuest (RCMP).

- **We Understand Your Needs:** FNESS is First Nations operated and First Nations focussed. We are an independent agency operating under the direction of a First Nations Board of Directors.
- **We Adapt to Serve You Better:** As First Nations needs change, we adapt our programs. FNESS's proven track record demonstrates how well we have responded to the changing needs of First Nation's communities.
- **We Share Your Values:** FNESS is committed to First Nations's values. We operate with respect, openness and integrity.

**Address:** First Nations' Emergency Services Society of  
British Columbia (FNESS)  
320 - 1290 Hornby Street  
Vancouver, BC V6Z 2G4

**Contact:** tel: (604) 669-7305  
toll free 1-888-822-3388  
fax: (504) 669-9832  
e-mail: [fness@fness.bc.ca](mailto:fness@fness.bc.ca)  
web-site: [http:// www.fness.bc.ca](http://www.fness.bc.ca)

<b>FREDERICA BOWDEN – PLAYGROUND SPECIALIST</b>	
	Design consultation, lectures, workshops and tours of play spaces.

**Purpose/mandate:** To make children safer, one playground at a time.

**Programs/services:**

British Columbia has the highest incidence of playground injuries and accidents in Canada. Improving playground safety requires improved: supervision; maintenance; playground design; and equipment selection. Workshops focus on practical suggestions. Frederica has had clients across Canada, The United States, the United Kingdom and Saudi Arabia.

**Target group:** School and community groups/committees involved in developing new play spaces and retrofitting/upgrading existing ones.

**Funding:** There is an hourly fee attached to all services provided by this consulting business.

**Address:** Frederica Bowden  
3012 Craigowan Road  
Victoria, BC V9B 1M8

**Contact:** Frederica Bowden  
tel: (250) 477-0256 fax: (250) 477-0356  
e-mail: fbowden@imagine-events.ca

<b>GODFREY ENGINEERING SERVICES LTD.</b>	
<b>Independent Research and Consulting Services</b>	

**Purpose/mandate:** To provide independent, high quality analytical and professional services.

**Programs/services:**

- Provision of consulting advice in collision causation and mechanisms of injury and in traffic safety matters involving the human, vehicular and environmental factors.
- Provision of computer analysis, reconstruction and simulation.

**Target group:** Insurance companies, police, and the legal community.

**Funding:** Insurance companies, legal firms, and the provincial government.

**Address:** Godfrey Engineering Services Ltd.  
#4 - 9079 Shaughnessy Street  
Vancouver, BC V6P 6R9

**Contact:** Keith V. Godfrey, P.Eng.  
tel: (604) 327-5534 fax: (604) 327-0025

<b>THE GROWING SPACE SOCIETY</b>	
<b>Indoor Playground and Social Centre</b>	A non-profit society operating an indoor playground and social centre for parents and children birth to age five in Prince Rupert.

**Purpose/mandate:** To promote a healthy family.

**Programs/services:**

- A safe Indoor playground and social centre for parents and children birth to age five.

**Target group:** Parents of children birth to age five in Prince Rupert.

**Availability:** Information regarding the centre available to other people in BC upon request.

**Funding:** Non-profit society operating on private funds.

**Address:** The Growing Space Society  
#250 - 309 2nd Avenue West  
Prince Rupert, BC V8J 3T1

**Contact:** Elaine Pedersen, Manager  
tel: (250) 624-9777

HEALTH AUTHORITIES - Community Nutrition Services	
Community Nutrition Services	

**Purpose/mandate:** To enable all British Columbians to achieve and maintain optimal nutritional well-being through access to appropriate and quality food.

**Programs/services:** Broad range of nutrition services including promotions and resources that are designed to prevent choking on food.

**Target group:** Parents and caregivers of toddlers and young children; those with swallowing problems due to birth anomalies and strokes.

**Availability:**

- resources on feeding infants and children.
- resources on providing food and nutrition care for adults living in small licensed community care facilities.
- information on how to access nutrition counselling for people with dysphagia that may be available in some regions.

**Funding:** Ministry of Health Services/Ministry for Children and Family Development delivered through health authorities.

**Contact:** Community nutritionists at local health units Institutions



HEALTH AUTHORITIES - Dental Health	
Dental Health	An awareness program outlines prevention activities to avoid tooth injuries and how to use emergency practices to prevent tooth loss following mouth injury.

**Purpose/mandate:** To prevent injuries to primary and permanent teeth.

**Programs/services:**

- Provide information to schools on mouth protection in contact sports.
- Provide information on immediate treatment possibilities for injured teeth to prevent tooth loss.
- Provide information on prevention of tooth injury for toddlers.

**Target group:** Regional health boards, community health councils, schools and health clinics; families with toddlers, school children and contact sport participants.

**Availability:** Through Dental Health Services at regional health board and community health council levels.

**Evaluation:** Annual statistics on tooth loss of kindergarten children - educational authorities participating in health insurance programs (this is available on a request basis).

**Funding:** A funded service of the BC Ministries of Health, and Children & Families.

**Address:** Dental Health Services  
Preventive Health Branch  
BC Ministry of Health  
2nd Flr 1520 Blanshard Street  
Victoria, BC V8W 3C8

**Contact:** Dental staff at your closest health unit (see blue pages of the local telephone directory).

## HEALTH AUTHORITIES - Public Health Nursing Services

### Safety Promotion and Injury Prevention in the Child and Youth Program

This facet of the program is designed to reduce unintentional injuries and/or deaths due to such causes as drowning, burns, poisonings, falls, traffic accidents, and incorrect use of and/or failure to use safety devices (i.e. motor vehicle child restraints and protective helmets).

**Purpose/mandate:** To reduce unintentional injuries and deaths due to traffic injuries, incorrect use of vehicle restraints, drowning, burns, poisoning, falls and other injuries among children and youth aged birth to 24 years.

**Programs/services:** Strategies and examples of safety activities include:

- Enhancing community, parental, children and youth awareness of ways to make safer choices (e.g. contributing to discussion on safety topics through continued contact with members of the community);
- Facilitating distribution of safety information such as that found in *Baby's Best Chance: Parents' Handbook*, *Health Passport*; the *Nobody's Perfect* parent resource kit; and the *Safe Start Resources* (British Columbia's Children's Hospital SAFE START);
- Actively participating in local safety initiatives which promote effective use of safety devices (i.e. correct usage of infant car seats and use of bike helmets);
- Providing follow-up of reported unintentional poisoning at request of the family physician; and
- Actively participating in the health public policy process which supports safer individual choices (i.e. by keeping policy makers informed of safety policy gaps).

**Target group:** Children, youth, parents and alternate caregivers, and community groups.

**Availability:** Programs delivered through all British Columbia health units and departments are targeted to the needs and priorities of the individual community and provided in a variety of places, including homes, schools, community and day care centres, and health unit/department offices.

**Funding:** BC Ministry of Health/Ministry for Children and Families; delivered through local Health Authorities.

**Contact:** Public health nurses at the local health units (see blue pages of the local telephone directory under the Government of British Columbia section).



**HEALTH CANADA – DIVISION OF CHILDHOOD AND ADOLESCENCE**

**DIVISION OF  
CHILDHOOD  
AND  
ADOLESCENCE**

Unintentional injury continues to be the greatest cause of mortality, morbidity and disability for children and youth in Canada. Children are too often injured and sometimes die as a result of hazards in the environment. Both the physical and social environment of children have great impact on their health. The Division of Childhood and Adolescence supports the health development of children and youth and the promotion of safe and supportive environments.

**Purpose/mandate:** To support the health development of children and youth through policy development, research, and strategic analysis of trends regarding the broad determinants of health.

**Programs/services:** The activities include policy development, limited direct funding to knowledge development, social marketing and enhancing the use of routinely collected data and the application of health promotion principles in injury prevention programming. These activities will lead to an enhanced knowledge base and increased capacity of communities in addressing injury prevention. The outcome will be reflected in a decrease in the number of injuries and an increase in awareness and collaboration.

Current activities within the Division include: social marketing activities including the development of safe and health media images through Healthy Images Clip Art which is a collection of photographs and images that portray positive, healthy lifestyles by incorporating safe usage of equipment, clothing, and physical environments (including sun safety), appropriate skill levels and supervision; and the *Safe Seasons Activity Booklet* which is targeted at young children 4-8 years and their parents and caregivers conveys important seasonal safety messages through developmental appropriate activities. Also available is a *Systematic Review of the Relationship between Childhood Injury and Socio-economic Status* which synthesizes the existing research evidence regarding the relationship between socio-economic status and the incidence of childhood injury, and *Unintentional Injuries in Childhood: Results from Canadian Health Surveys* describes what has been learned about childhood injuries from recent Canadian Health Surveys.

Types of Injuries: Burns, poisonings, head and spinal cord injuries, motor vehicle – cars, motor vehicle – pedestrian, motor vehicle – bicycles, drownings, falls, suffocation, sports/recreation, farm injuries, child care/school, product related, home, shock and sun exposure.

**Target group:** Primarily children ages birth to six and their parents/caregivers.

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**HEALTH CANADA – DIVISION OF CHILDHOOD AND ADOLESCENCE**  
**Cont'd**

**Address:** Division of Childhood and Adolescence  
Health Canada  
9<sup>th</sup> Floor, Jeanne Mance Building  
Postal Locator: 1909C2  
Ottawa, Ontario K1A 1B4

**Contact:** Lesley Doering  
tel: (613) 946-5709 fax: (613) 946-2324  
e-mail: lesley\_doering@hc-sc.gc.ca

HEALTH CANADA – Brighter Futures Program – First Nations and Inuit Health Branch	
<b>Brighter Futures – First Nations and Inuit Health Branch</b>	To encourage and support the well-being of children, individuals and families through a community approach.

**Purpose/mandate:** To improve the quality of, and access to, culturally sensitive wellness services at the community level to help create healthy family and community environments in which children and all community members can thrive.

**Programs/services:** The initiative consists of six elements:

- **Mental Health:** Promotes development of healthy communities through community mental health programs such as training of community workers in prevention of suicidal behaviour, sexual abuse and other mental health issues, through linkages of existing human service programs, networking and information exchange.
- **Child Development:** Enable First Nations children to have a good start in their early stages of development in order to achieve their full potential through implementation of programs such as Nobody's Perfect, additional training for health workers at the community level or new services such as toy lending, parent resource centres, infant stimulation programs, and behaviour and development counselling for children and parents.
- **Injury Prevention:** Reduce death and acute and long-term disability due to injuries among First Nations children through training community workers and parents in injury prevention; promoting school educational programs and community programs and workshops.
- **Healthy Babies:** Improve the physical, mental, social health and well-being of First Nations mothers and infants through nutrition education, promotion of breast feeding, education of men and women about the importance of not drinking alcohol during pregnancy, and support and development of better maternal and child health programs with communities in consultations with elders.
- **Parenting:** Promote culturally-appropriate First Nations parenting skills through enhanced parental self-esteem, development of culturally appropriate and traditional parenting skills programs and strengthening of the family unit.

**Target group:** 198 First Nations whose citizens live in approximately 250 communities (on-reserve) in British Columbia. First Nations, Tribal Councils and organizations authorized through Band Council or Tribal Council resolutions.

**Availability:** Through a partnership agreement with the First Nations and Inuit Health Programs and First Nations, communities or groupings of communities (two zones in BC).

**Evaluation:** Program was initiated in September, 1992, as a five year program with ongoing funding after 1996. There will be a community-based evaluation process, as well as an overall zone, regional and national evaluation process.

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**HEALTH CANADA - Brighter Futures Program – First Nations and Inuit Health  
Branch contd.**

**Funding:** Contribution funding from Health Canada.

**Address:** First Nations and Inuit Health Branch, Health Canada  
Suite 540, 757 West Hastings Street  
Vancouver, BC V6C 3E6

**Contact:** Community Service Coordinators

**North Pacific Zone:** (East) Gladys McLaughlan - Prince George (250) 561-5371

**North Pacific Zone:** (West) Cheryl Jongwaard - Prince Rupert (604) 666-2770

**South Mainland:** Tracey Herbert - Victoria (250) 383-1152

**Vancouver Island:** Jennifer McEwen - Victoria - (250) 363-0246

<b>HEALTH CANADA – First Nations Health Services</b>	
<b>First Nations Health Services</b>	Health Canada is responsible for the provision of health services to the registered on-reserve Indian population in British Columbia.

**Purpose/mandate:** To ensure the registered (Status) Indian population on-reserve in British Columbia has access to health services comparable to the non-native population.

**Programs/services:**

- Works in partnership with all levels of government, health and social service professionals on issues relating to health. Provides treatment services in isolated locations.
- Provides general public health services in the areas they serve including home visits by community health nurses, child health counselling, school health services, immunization, expectant parent classes, community dental health services, services for older people (elders).
- Health education, health promotion and nutrition education and promotion are an integral part of the First Nations health education partnership.
- Supports community action projects through several funding streams - National Native Alcohol and Drug Abuse Program, Canada's Drug Strategy, National AIDS Program, Family Violence Initiative and Brighter Futures Initiative.
- An injury prevention kit is available for workshops.

**Target group:** Registered (Status) Indian population on-reserve.

**Availability:** Programs are delivered through health centres, nursing stations and health stations located on-reserve throughout British Columbia.

**Funding:** Direct service of the federal department of Health Canada.

**Address:** Dr. David Martin  
 First Nations and Inuit Health Branch  
 Pacific Region  
 Health Canada  
 Suite 540 - 757 West Hastings Street  
 Vancouver, BC V6C 3E6

tel: (604) 666-0921 fax: (604) 666-6024

**Contact:** Community Health Nurses or Community Health Representatives in the local First Nations and Inuit Health Branch facilities or the Government of Canada (see blue pages of the local telephone directory under Government of Canada section), or the Vancouver address listed above.

<b>HEALTH CANADA - Product Safety Bureau</b>	
<b>Product Safety</b>	The Product Safety Bureau provides publications, information, and referral on consumer product safety. The publications on children's products are used extensively by health agencies in BC.

**Purpose/mandate:** To protect public health and safety by ensuring products in the market place meet safety standards and by developing consumer and trader awareness.

**Programs/services:** The Product Safety Bureau develops and enforces regulations and promotes voluntary standards concerning the safety of consumer products, with a special emphasis on children's products. Services include:

- **Consumer education materials:** Publications pertaining to cribs, children's sleepware, bunkbeds, toys, consumer chemical products, lighters and matches, and candles are available.
- Investigation of complaints concerning unsafe or hazardous consumer products.

**Target group:** Major target groups are consumers, industry, and other government departments and associations involved with child safety.

**Availability:** Information and publications are available free to the general public or to interested agencies. The western regional office is in Burnaby, and there are district offices in Calgary and Edmonton.

**Funding:** Federal government department.

**Comment:** Canada has safety legislation on the following children's products: cribs and cradles, playpens, toys, baby gates, pacifiers, strollers, and clothing (flame spread).

**Address:** Product Safety Bureau  
Health Canada  
3155 Willingdon Green  
Burnaby, BC V5G 4P2

**Contact:** Rein Vasara, Kendall Woo, and Wendy Young,  
Product Safety Officers  
tel: (604) 666-5003 fax: (604) 666-3149  
web-site: [http:// www.hc-sc.gc.ca](http://www.hc-sc.gc.ca)

<b>HORSE COUNCIL OF BRITISH COLUMBIA</b>	
<b>Association Responsible for Equestrian Sport in BC both Recreational and Competitive</b>	Office is the Corporate Association held responsible for Equestrian activities in the province of BC. The Council is a provincial network of riders and drivers, coaches and officials, clubs and affiliates and supporters. It is recognized as the equestrian voice to all federal and provincial government agencies, and is responsible for the national aims and objectives of the Canadian Equestrian Federation.

**Purpose/mandate:** The Horse Council of BC is committed to fostering participation, growth, development, and excellence in all horse-related sport and industry activities, while preserving valued horse traditions.

**Programs/services:** Horse Council's responsibilities lie in three main divisions: Equestrian Sports incorporating Olympic and FEI disciplines as well as other English and Western interests; Recreational riding and driving, promoting non-competitive riding activities, safety aspects and preservation of the right to ride; and Horse Industry, which develops and improves communications among breeders, promotes breed improvement and investigates markets for BC bred horses, conducts First Aid and safety courses and seminars for the equestrian industry.

**Target Groups:** Any person or group involved or interested in horses within BC.

**Availability:** Newsletter, brochures, seminars, conferences, coaching programs, grants and funding, information clearing house, industry guide, and speakers.

**Funding:** Non-profit organization funded by memberships, corporate funds and government grants.

**Future Plans:** To continue to grow and promote the horse industry in BC and to service our membership needs as they may arise and change.

**Address:** Horse Council of British Columbia  
2669 Deacon Street  
Abbotsford, BC V2T 6H3

**Contact:** Laurel Wood, Executive Director  
tel: (604) 504-0245 fax: (604) 504-0248  
toll free: 1-800-345-8055  
e-mail: [hcbc@uniserve.com](mailto:hcbc@uniserve.com)  
web-site: [http:// www.horsecouncilbc.com](http://www.horsecouncilbc.com)

<b>INFANT DEVELOPMENT PROGRAMS OF BC</b>	

**Purpose/mandate:** To support parents of young children with developmental problems to make optimum use of available services, enlarge their knowledge of child development and learn skills to enable them to encourage their child's development.

**Programs/services:** Fifty One Infant Development Programmes operate in most communities in BC, and staff serve more than 5,000 infants and families annually. The programme is home-based and staff are available through home or community settings to visit weekly, bi-weekly or monthly, to assess the child's development and to work with parents in planning activities that will encourage their child's development. There is also a 12+ Aboriginal Communities Infant Development Program. For further details, please contact the address below.

**Target group:** Families with children aged birth to three years, at risk, developmentally delayed, or with developmental disability.

**Availability:** Local Infant Development Programmes (51) are sponsored by community agencies. Provincial direction and support from the provincial office and provincial steering committee.

**Evaluation:** Mitchell Evaluation.

**Funding:** Ministry for Children and Families.

**Address:** Infant Development Programs  
Office of Provincial Advisor  
2765 Osoyoos Crescent  
Vancouver, BC V6T 1X7

**Contact:** Dana Brynelsen  
tel: ( 604) 822-4014 fax: (604) 822-9556



<b>INSURANCE CORPORATION OF BRITISH COLUMBIA - Impaired Driving CounterAttack Program</b>	
<b>Impaired Driving CounterAttack</b>	The Impaired Driving CounterAttack program aims to prevent alcohol-related traffic accidents. Strategies include visible police enforcement, public information and education, community involvement, and research and evaluation.

**Purpose/mandate:** To reduce the number and severity of alcohol/drug-related traffic accidents.

**Programs/services:**

- Public awareness programs and campaigns.
- Police enforcement campaigns.
- Research papers on traffic accident epidemiology, statistics on injuries and deaths associated with impaired driving, research and evaluation of traffic safety programs.

**Target group:** For public awareness programs, the target group is all drivers and passengers in motor vehicles, especially those who drink or take drugs and drive. Some programs and campaigns are targeted to young drivers and passengers.

**Availability:** Public awareness programs are delivered throughout the province. Brochures and other program materials are available through local police or CounterAttack offices.

**Evaluation:** Evaluations are program specific.

**Funding:** Direct service of the Insurance Corporation of British Columbia.

**Comment:** The Impaired Driving CounterAttack Program is aimed at vehicle drivers and passengers of all ages. A reduction in impaired driving can reduce the incidence of serious, lifelong injury and death in children and youth.

**Address:** Impaired Driving CounterAttack Program  
Insurance Corporation of British Columbia  
151 West Esplanade (171 Esw)  
North Vancouver, BC V7M 3H9

**Contact:** Melanie Hennig, Acting Manager  
Impaired Driving Strategies  
Road Safety  
tel: (604) 661-1229 (Secretary (604) 661-6431)  
fax: (604) 661-6701

## INSURANCE CORPORATION OF BRITISH COLUMBIA (ICBC)

### Road Safety Programs

All ICBC staff are now organized behind our corporate mission "To help British Columbians take the risk out of road transportation". Responsibility for injury prevention, prominent in the work of Public Affairs and Corporate Marketing, is shared by employees in Driver Services and Claim centres. The new Internet site includes a special interactive section for young road users called *Geared 2 Youth*.

### Programs/services:

- Information and programs on choosing and using safety seats and mandatory child restraints.
- Participation in traffic safety displays and activities e.g. the Get Home Safe game at the Children's Festival in 1998.
- A province-wide bicycle safety education and awareness program for children and adults.
- *Way to Go*, a program to help teachers, parents and other interested community people find alternatives to automobile travel for getting children to and from school in a safe and healthy way.
- A Youth Strategies portfolio in Public Affairs. The manager of Youth Strategies builds stakeholder networks among young persons, parents, teachers and community people (including Autoplan brokers) and furnishes these networks with information, including:
  - curriculum packages (CAPP units for grade 10, other CAPP units for grades 11/12; grade 9 material under development.
  - the Road Sense Speakers Bureau package promoting speakers to address school assemblies, classes and recreational groups about safety issues and self-protective attitudes. Training is offered to eligible individuals who wish to prepare a presentation.
  - a set of booklets guiding students and teachers through a mock trial that can be used in Grade 11 Social Studies or Law 12. It's called *Drinking Driving: What's Fair?*
- *Geared 2 Youth* on the ICBC Web site ([WWW.ICBC.COM](http://WWW.ICBC.COM)) and support for [WAYTOGO.ICBC.BC.CA](http://WAYTOGO.ICBC.BC.CA), a new Web site for the school trip reduction program.
- Graduated licensing: drive training and test supported with curriculum for the training industry and the *Tuning Up* manual for new drivers and their co-pilots.
- Television advertising about safe driving and sharing the road.
- President's Advisory Committee - Youth subcommittee. Convened in cooperation with the Premier's Youth Office as a forum for discussing the potential or actual effects of ICBC operations and policy decisions on young road users.

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**INSURANCE CORPORATION OF BRITISH COLUMBIA**  
**cont'd**

- Youth Employment Initiative: (YEI) is an employment opportunity for young British Columbians in traffic safety and Road Sense projects which YEI employees adapt for youth Audiences. Some projects are already under the umbrella of the BC Safety Council and/or ICBC; others are designed and developed as summer projects by YEI team members.

**Target Groups:**

- Parents of infants and preschool children (child restraints).
- Elementary school children (buckling up, safe routes to school, other pedestrian topics).
- All young persons aged 13 to 25 (sober and safe driving, not riding with a drinking driver).
- All young drivers (avoiding crashes, understanding shared risk).

**Availability:**

1. Regional Public Affairs staff assist communities in traffic safety initiatives and in delivering the department's programs and campaigns. See contact numbers below.
2. ICBC publishes and distributes materials free of charge to residents of British Columbia through the Public Affairs and Corporate Marketing order desk at Head Office.
3. The Road Sense Speakers Bureau package (order # 278) gives telephone numbers. Speakers arrange their own bookings.
4. The YEI program accepts applications every year.

**Evaluation:** Programs are evaluated to measure change in awareness, knowledge, and/or behaviour. Evaluations are program specific.

**Funding:** The Road Safety Programs are a direct service of ICBC, a Provincial Crown Corporation.

**Contact:** Public Affairs and Corporate Marketing staff at:

North Vancouver (Head Office)	(604) 661-6651	Kamloops	(250) 828-3961
Abbotsford & Fraser Valley	(604) 850-8062	Kelowna	(250) 861-7969
Greater Vancouver East	(604) 444-7832	Nanaimo	(250) 390-6210
North Shore & Howe Sound	(604) 983-8378	Pr. George	(250) 612-4571
Richmond & Delta	(604) 275-7012	Trail	(250) 368-4208
Surrey & White Rock	(604) 582-3709	Victoria	(250) 480-5700
Vancouver	(604) 871-2444		
Williams Lake	(250) 392-9779		

**Integrated Risk Control (IRC), Inc.**

<b>Integrated Risk Control (IRC), Inc.</b>	Provides risk management and public safety coordination services to government, industry and the public.
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**Purpose/Mandate:** IRC helps its clients manage risks, prevent losses, and promote public safety in the most cost-effective manner possible. At its core, risk management seeks to prevent and minimize the adverse effects of accidental losses on an organization. IRC has examined risk factors relating specifically to children, including playground and natural dangers at national and provincial parks.

**Programs/services:**

- **Risk Analysis:** Analysis of the risks that people and organizations face.
- **Risk Management:** Comprehensive, clear, and workable plans to reduce risks and losses.
- **Risk Communication:** Targeted communication and strategy to reach intended audience with public safety and risk prevention messages.
- **Public Safety Coordination:** Management tools for enhancing loss prevention, preparedness, response, and recovery for incidents involving public safety.

**Target group:** Government agencies, private firms, public agencies and stakeholder groups interested in reducing risks and accidental losses.

**Availability:** Personal consultation, written reports, presentations, seminars and risk assessment exercises.

**Evaluation:** IRC designs monitoring and evaluation plans to evaluate the effectiveness of risk control and public safety plans.

**Funding:** IRC is a private entity that is funded on a contract or hourly consulting fee basis.

**Address:** Integrated Risk Control  
867 Transit Road  
Victoria, BC V8S 4Z7

**Contact:** Jim LaMorte  
tel: (250) 383-4090 fax: (250) 361-1378  
e-mail: jlamorte@coastnet.com

<b>KAISER YOUTH FOUNDATION</b>	
<b>Kaiser Youth</b>	With the prevention of substance abuse by youth as

<b>Foundation</b>	its goal, the Foundation's focus is on young people, their families, and other key people who are influential in young people's lives.
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**Purpose/mandate:** To promote, guide and support prevention initiatives of substance abuse throughout the province.

**Programs/services:**

- **Resources:** *The Directory of Substance Abuse Services in British Columbia* and *Step-by-Step: A Prevention handbook on Alcohol & Other Drug Use.*

**Target group:** Young people and those working with youth.

**Availability:** Free resources available to interested groups and general public on request.

**Funding:** Private.

**Address:** Kaiser Youth Foundation  
1605 -750 West Pender  
Vancouver, BC V6C 2T8

**Contact:** Diane Champion-Smith  
tel: (604) 681-1888 fax: (604) 685-9046

<b>KOOTENAY KIDSAFE</b>	
<b>Child carseat program</b>	A non-profit service to provide useful, practical, user-

**Purpose/Mandate:** To bring useful safety information, particularly in regards to the proper selection and use of infant and child restraints to the Kootenays and deliver this information in an easily understood, audience-g geared manner.

**Programs/services:**

- Daytime and evening, one-on-one, car seat selection and usage information sessions in person, or by phone.
- Certified Child Passenger Safety Technician on staff.
- Daytime and evening group information sessions for pre-natal couples, parents and seniors, daycare and social service workers.
- Displays in health fairs, community events, etc.
- Drive-through car seat clinics in conjunction with other community volunteers.
- Training of public health nurses, RCMP, insurance claim personnel, hospital personnel, and mechanics.
- Creation of printed materials directed at specific groups such as Transporting Infants, Caregiver's Think-list, Purchasing a Toddler Seat, Moving on Up: What Comes After the Car-seat, Locking clip Use, and a "Quick Check" card for used seats for sale in consignment stores.
- Loan of new toddler car seats to needy families when available.
- Sale of hard-to-find car seat parts (tether anchor bolts, locking clips) when available.

**Target group:** Those who care for children in any way.

**Availability:** Individual information sessions held at the founder's home-based office by phone or mail. Group presentations are in a location convenient to the group. Geographical range is the Kootenay region, dependent on funding. Parts can be mail ordered.

**Evaluation:** Informal. Community feedback is essential. Users of the information programs relay that they did not receive adequate information elsewhere.

**Funding:** No cost to individual parents; funding is community-based, project specific. Some groups assist with travelling expenses. Local Kiwanis Club sponsors a car seat loan program. Other sponsors offer photocopying, fax machine usage, printing services, and donations. Recent regional tour sponsored by an ICBC Community Road Sense Grant, Auto-plan Brokers and regional Lions Clubs. Revenue from parts sales is used to offset cost of free work.

**Future plans:** Dependent on funding. Aim is to reach isolated communities regularly.

**KOOTENAY KIDSAFE**  
**Cont'd**

**Address:** Kootenay Kidsafe  
1148 Third Avenue  
Trail, BC V1R 1N9

**Contact:** Anne Johnson, Founder, Cert. C.P.S. Tech.  
tel: (250) 364-0195 (Home Office) fax: (250) 364-1255  
e-mail: rjohn@direct.ca

<b>LaMORTE AND ASSOCIATES</b>	
<b>Risk Management Consultants</b>	LaMorte and Associates provides risk management and public safety coordination services to government, industry and the public.

**Purpose/Mandate:** LaMorte and Associates helps its clients manage risks, prevent losses, and promote public safety in the most cost-effective manner possible. At its core, risk management seeks to prevent and minimize the adverse effects of accidental losses on an organization. LaMorte and Associates has examined risk factors relating specifically to children, including playground and natural dangers at national and provincial parks.

**Programs/services:**

- **Risk Analysis:** Analysis of the risks that people and organizations face.
- **Risk Management:** Comprehensive, clear, and workable plans to reduce risks and losses.
- **Risk Communication:** Targeted communication and strategy to reach intended audience with public safety and risk prevention messages.
- **Public Safety Coordination:** Management tools for enhancing loss prevention, preparedness, response, and recovery for incidents involving public safety.

**Target group:** Government agencies, private firms, public agencies and stakeholder groups interested in reducing risks and accidental losses.

**Availability:** Personal consultation, written reports, presentations, seminars and risk assessment exercises.

**Evaluation:** LaMorte and Associates designs monitoring and evaluation plans to evaluate the effectiveness of risk control and public safety plans.

**Funding:** LaMorte and Associates is a private entity that is funded on a contract or hourly consulting fee basis.

**Address:** LaMorte and Associates  
Suite 210 - 645 Fort Street  
Victoria, BC V8W 1G2

**Contact:** Jim LaMorte  
tel: (250) 383-4090 fax: (250) 361-1378  
e-mail: jlamorte@coast.net.bc.ca...



<b>LIFE-LINE, C.P.R., FIRST AID &amp; SAFETY TRAINING</b>	
<p><b>Specialized presentation</b>  <b>All levels of Red Cross</b>  <b>First Aid and C.P.R.</b>  <b>Courses</b>  <b>Babysitting Courses</b></p>	<p>Programs with certification for children to adults, and basic to health care providers. Complete with printed resources.</p>

**Purpose/mandate:** To teach and promote injury prevention and safety practices. To teach skills for intervention in the pre-hospital setting.

**Programs/services:**

- **Emergency First Aid:** Life threatening problems, includes CPR.
- **Standard First Aid:** Includes all emergency courses and adds broken bones, burns and medical problems.
- **Basic First Aid:** For staff and volunteers working with the public - no CPR.
- **PeopleSavers:** Four levels for elementary students.
- **Babysitting Course:** Elementary and junior secondary students. Certificate awarded upon successful completion.
- **Specialized presentations:** Can be arranged for any group.

**Target group:** The whole population. Professionals, caregivers to small children, etc.

**Availability:** Can be done at your facility or ours; group class welcome; schedules and timing can be accommodated.

**Evaluation:** All Red Cross courses with certification are accepted by the Provincial Child Care Licensing Board, including CPR for health care providers.

**Funding:** Various prices for courses and special rates for non-profit organizations.

**Address:** Life-Line, C.P.R., First Aid & Safety Training  
7845 - 115th Street  
Delta, BC V4C 5N2

**Contact:** Marjorie Busse  
tel: (604) 596-4713 fax: 974-0995-2044  
e-mail: marjorie.busse@telus.net

**LIFESAVING SOCIETY CANADA - BC & Yukon Branch**  
**Canada's Lifeguarding Experts**

**Lifesaving Society  
Canada - BC & Yukon  
Branch**

The Society is a not-for-profit organization which promotes safety in aquatic environments through public awareness, research and education, and a comprehensive training program of lifesaving, lifeguarding and leadership skills.

**Purpose/mandate:** To save lives and prevent injury in aquatic environments.

**Programs/services:**

- **Public Education: Water Smart** was developed to encourage the public to be responsible in, on or near the water; messages are linked to the latest drowning statistics and designed to change high-risk behaviour. Topics include wearing life jackets, safe boating, diving, hypothermia, relation of alcohol to water injuries, low-risk techniques to react to incidents. The program is divided into three categories:
  1. **Lifesaving:** The Lifesaving Society develops courses and standards which train and certify individuals in low-risk rescue techniques preparing them to react to aquatic incidents in unsupervised areas; included are rescue training, first aid and judgement skills, fitness tests and stroke development.
  2. **Lifeguarding:** The National Lifeguard Service award is recognized by major agencies across Canada as the lifeguard training certification for use at aquatic facilities and supervised waterfronts. Candidates are evaluated in advanced lifeguarding, first aid skills and emergency procedures that cover all possible incidents that could occur in a supervised area.
  3. **Leadership Development:** The Lifesaving Society offers opportunities for experienced lifesavers and lifeguards to become instructors, examiners and trainers.

**Target group:** The general public.

**Availability:** Programs are offered at municipal and private aquatic facilities, summer camps and schools. Information is available from the BC and Yukon Branch, the National Lifesaving Society Office in Ottawa, or municipal and private recreation centres.

**Evaluation:** Our certification levels are evaluated by experienced and qualified instructors, examiners and trainers.

**Funding:** Program participation fees and the sale of related literature and merchandise. Donations from groups or individuals, as well as sponsors for major events are also welcome.

**Future plans:** Expand organization promotion, current prevention messages, lifesaving/lifeguarding programs to school boards, native communities and multi-cultural groups.

**Address:** The Lifesaving Society, British Columbia & Yukon Branch  
#112 - 3989 Henning Drive  
Burnaby, BC V5C 6N5

**Contact:** Dale Miller, Executive Director  
Rod-Paul Martin, Education Director  
tel: (604) 299-5450 fax: (604) 299-5795  
e-mail: [lifesaving\\_society@telus.net](mailto:lifesaving_society@telus.net)  
web-site: [http:// www.lifesaving.bc.ca](http://www.lifesaving.bc.ca)

<b>MACINNIS ENGINEERING ASSOCIATES LTD</b>	
<b>Independent Research Services</b>	MaInnis Engineering Associates is an engineering consulting company actively involved in technical and forensic investigations, including biomechanical analysis of accidental injuries, and related research.

**Purpose/mandate:** To technically assess accidental injuries and their causal factors.

**Programs/service:**

- Investigation of causal factors leading to injuries,
- Research and experimentation related to injury mechanics,
- Consumer product testing and defect assessment,
- Slip, trip and fall assessment,
- Fire investigation, and
- Hazard and operability studies (HAZOP).

**Target group:** Road safety groups, vehicle regulatory authorities, insurance companies, police, manufacturers as well as provincial and federal government agencies.

**Address:** MaInnis Engineering Associates Ltd.  
11 - 11151 Horseshoe Way  
Richmond, BC V7A 4S5

**Contact:** Gunter Siegmund, P. Eng.  
tel: (604) 277-3040 fax: (604) 277-3020  
toll free: 1-800-565-3040

THE McCREARY CENTRE SOCIETY	
<b>McCreary Centre Society</b>	Our mission is to foster wider understanding of the importance of youth health, increase knowledge about youth health needs and issues, promote a continuing commitment to youth health issues, and initiate and implement innovative projects which directly address unmet health needs of young people.

**Purpose/mandate:** Youth health.

**Programs/services:** Research and education/Youth Participation Projects.

**Target group:** Youth and youth-serving organizations.

**Availability:** *Healthier Youth* newsletter and project reports.

**Funding:** Multiple sources.

**Address:** The McCreary Centre Society  
OverLynn Centre for Youth Health  
401 N. Esmond Avenue  
Burnaby, BC V5C 1S4

**Contact:** Jane Hood, Executive Director  
tel: (604) 291-1996 fax: (604) 291-7308  
e-mail: [McCreary@lightspeed.bc.ca](mailto:McCreary@lightspeed.bc.ca)  
web-site: [http:// www.mcs.bc.ca](http://www.mcs.bc.ca)

<b>MCDONALD'S RESTAURANTS OF CANADA LTD.</b>	
<b>Safety and Accident Prevention Programs</b>	McDonald's sponsors programs on fire safety, traffic safety, and general household safety. Individual restaurants participate in local safety projects and events.

**Purpose/mandate:** Safety and accident prevention programs provided as a community service.

**Programs/services:** McDonald's Restaurants assists in sponsoring community programs and events. The restaurants also distribute educational materials.

Safety-related programs include:

- **Fire Safety Houses:** McDonald's Restaurants helps to raise funds to build Fire Safety Houses for use by local fire departments in British Columbia. The local fire departments administer the use of these safety houses, taking them to schools, fire safety fairs, etc. There are twenty Fire Safety Houses in BC.
- **Plan to Get Out Alive Program:** Presented in conjunction with fire departments throughout Western Canada, this annual program ties in with Fire Safety Week in October. McDonald's funds and produces support materials for the fire departments and assists in the distribution of items such as worksheets and teachers' guides. McDonald's also produces and converts television and radio airtime to raise awareness of fire safety.
- **Ronald McDonald Safety Show:** Ronald McDonald presents a safety show to primary school classes on request.

Individual restaurants also participate in local projects and events.

**Target group:** Children and their parents, with specific target groups for each program.

**Availability:** Programs are available free through the company's locations in BC during Fire Safety Week. For more information, contact restaurants directly or the community relations representative in regional offices in Victoria or Vancouver.

**Funding:** This community service is funded by McDonald's Restaurants of Canada Ltd.

**Address:** Regional Office  
 McDonald's Restaurants of Canada Ltd.  
 4400 Still Creek Drive  
 Burnaby, BC V5C 4E3

**Contact:** Laura Lachambre, Field Marketing Consulting  
 tel: (604) 293-4848 fax: (604) 293-4885

<b>MOUNT SEYMOUR RESORTS LTD.</b>	
<b>Alpine Recreation Safety</b>	Mount Seymour Resorts Ltd. focuses on raising the awareness of the resort guest public to risk prevention in a winter alpine environment (with emphasis on school and youth groups).

**Purpose/mandate:** To raise the individual skier/snowboarder's awareness of inherent risks encountered in the winter alpine environment, and to encourage modification of risk-related behaviour.

**Programs/services:**

- Resort Guest Safety, Mountain Environment and Risk Awareness presentations are given at schools prior to arrival at the mountain.
- The Alpine Resort *Code* is prominently displayed.
- Buses are met and skier/snowboard safety discussions are held with groups on arrival at the mountain.
- Area personnel are trained to watch for possible injury-producing potential.
- Three hour Winter Survival Snowshoe Program is offered to individuals, schools and groups.
- Ski Patrol personnel give presentations to groups upon request.
- Canada's National Ski Week activities include communication with skiers concerning safe skiing, and the distribution of literature and Be Aware, Ski With Care pins.
- Canadian Ski Patrol Systems (CSPS) personnel present Safety Tip of the Week.
- CSPS organizes a Junior Ski Patroller training program for youths.
- CSPS provides a Snow Smart Avalanche Program to local schools.

**Target group:** Skiing/snowboarding public with special attention to school and youth groups.

**Availability:** By contacting the Safety manager at Mount Seymour.

**Evaluation:** By Mount Seymour management utilizing statistical comparisons.

**Funding:** Mount Seymour Resorts Ltd.

**Address:** Mount Seymour Resorts Ltd.  
1700 Mount Seymour Road  
North Vancouver, BC V7G 1L3

**Contact:** Pavel Melichar, Safety Manager  
tel: (604) 986-2261 fax: (604) 986-2267

Note: A Resort Guest is any person visiting the Controlled Recreation Area with the intention of skiing/snowboarding, tubing, tobogganing, hiking or snowshoeing.

NORTH SHORE HEALTH REGION – COMMUNITY HEALTH SERVICES	
<b>Public Health Nursing</b>	Public Health Nursing provides a range of prevention programs to residents of the North Shore. Activities related to child safety focus on traffic safety and general household safety.

**Purpose/mandate:** To provide a general preventive health program for residents of North Vancouver, West Vancouver, Lions Bay, Bowen Island, and Indian Arm.

**Programs/services:**

- **General safety topics:** Public health nurses provide safety education during prenatal classes, home visits, child health clinics, parent and infant group meetings, and school visits. Activities and topics vary according to the needs of clients and communities. These include car seat safety, bicycle and helmet safety, poison control, child-proofing the home, preventing falls, becoming street wise, school playground safety and the Don't Drink and Drive promotion.

**Target group:** Prenatal clients, parents with new babies, preschoolers, and school age children/youth.

**Availability:** Prevention activities are carried out in health department offices, homes, schools, and other community settings. Activities vary according to community needs and health department resources.

**Evaluation:** Statistics are collected for the annual community profile.

**Funding:** North Shore Health Region.

**Address:** Public Health Nursing  
North Shore Health Region  
5th Floor - 132 West Esplanade  
North Vancouver, BC V7M 1A2

**Contact:** Lesley Brooks or Stacy Rmpel  
Senior Preventive Nursing Consultants  
tel: (604) 983-6700 fax: (604) 983-6883

**NORTH SHORE HEALTH REGION – COMMUNITY CARE FACILITIES  
LICENSING**

**Public Health Nursing**

The Community Care Facilities Licensing (CCFL) program licenses and inspects child care facilities to ensure compliance with health and safety requirements as outlined in provincial law: the Community Care Facility Act and Child Care Regulations. There are safety requirements related to emergency management, environmental hazards, health practices, medications, staffing, supervision, and policies/procedures.

**Purpose/mandate:** To oversee licensing and adult and child care facilities as defined in the Community Care Facility Act, and to ensure their compliance with provincial health and safety regulations. Child care facilities include residences for children and non-residential child care programs.

**Programs/services:**

- Process of licence applications to ensure compliance with the requirements of the Community Care Facilities Act and Child Care Regulations prior to issuing a licence.
- Regular inspections and monitoring of licensed facilities to ensure compliance is maintained and licensees are informed of any relevant changes in requirements of pertinent resources for practice.
- Investigations of serious incidents and complaints in licensed facilities with a focus on compliance, addressing related issues, and prevention of future incidents.
- Investigations of unlicensed facilities operating in contravention of the Community Care Facility Act.
- Information, guidance, and consultation on licensing and other issues related to health and safety in community care facilities.

**Target group:** Facility operators and staff, parents, training institutions for care staff, community agencies, and the general public.

**Availability:** Services are available throughout the North Shore Health Region serving from Lions Bay and Bowen Island to Deep Cove. All health regions in the province provide licensing programs.

**Funding:** North Shore Health Region and BC Ministry of Health.

**Address:** North Shore Health Region, Community Care Facilities Licensing  
132 West Esplanade, North Vancouver, BC V7M 1A2

**Contact:** June Maynard, Consultant  
tel: (604) 983-6700 fax: (604) 983-6839



NORTHWEST HEALTH UNIT - Injury Prevention Program	
<b>Injury Prevention Program IPP</b>	The IPP was initiated by the Northwest Health Unit as a means to assist communities in reducing high rates of injuries among children and youth in the Pacific Northwest.

**Purpose/mandate:**

- Support the development of community based injury prevention strategies.
- Facilitate development of a regional network among stakeholders.
- Stimulate development of local and regional strategic safety plans.

**Programs/services:**

- Facilitate and support community based injury prevention strategies and initiatives in ten residential communities.
- Presentations to interest groups and agencies.
- Provide seed funding to community groups to work on local injury prevention projects.
- Information available:
  - First Report: Injury Death and Hospitalizations for Skeena Health Unit 1987-1991, Ages 0-19.*
  - Second Report: Injury Data as a Catalyst for Community Action.*
  - Third Report: Community Injury Prevention Activities Make an Impact.*

**Target group:** Individuals, groups, agencies in northwest BC.

**Availability:** Project reports available upon request.

**Funding:** North West Health Unit.

**Future plans:** Continue to support development of community based injury prevention strategies by developing local expertise, providing information and resources.

**Address:** North West Health Unit  
3412 Kalum Street  
Terrace, BC V8G 4A2

**Contact:** Ester Brisch  
Regional Coordinator  
tel: (250) 638-2200 fax: (250) 638-2251

<b>OFFICE OF THE PROVINCIAL HEALTH OFFICER</b>	
<b>Office of the Provincial Health Officer</b>	Responsible for advising the Minister, the Ministry of Health and the public about health issues in British Columbia.

**Programs/services:**

- Produces an annual report on the health of the population.
- Responsible for establishing the goals and objectives for the health of the population for approval by the Cabinet.

**Target group:** All British Columbians.

**Funding:** BC Ministry of Health and Ministry Responsible for Seniors.

**Address:** Office of the Provincial Health Officer  
3rd Floor, 1810 Blanshard Street  
Victoria, BC V8V 1X4

**Contact:** Dr. Shaun Peck  
tel: (250) 952-0876 fax: (250) 952-0877

## PACIFIC TRAFFIC EDUCATION CENTRE

**Joint Venture of the  
Justice Institute of BC  
and the Insurance  
Corporation of BC**

PTEC offers courses in advanced driver training and traffic accident investigation, and conducts traffic research projects while also participating in other forms of traffic safety.

**Purpose/mandate:** To improve the safety of professional drivers and the quality of accident investigation through the development and delivery of related courses and the participation in research on driver and vehicle performance.

**Programs/services:**

- Driver Training Programs: Driving with Finesse, Total Control Driving and Emergency Vehicle Operations.
- Industrial and Traffic Accident Investigation Programs.
- Distribution of driver training instructional videos.
- Distribution of crime scene and traffic accident templates for investigators.

**Target group:** Justice and public safety agencies and any other agencies or individuals concerned with driver and traffic safety.

**Availability:** Programs are offered to groups and individuals upon request and are held at the Justice Institute campus in New Westminster or the PTEC Driver Training Centre at Boundary Bay Airport.

**Evaluation:** PTEC programs are constantly being evaluated by client groups who provide feedback regarding their specific needs. Courses are then developed and delivered to meet these needs.

**Funding:** PTEC is a joint venture of the Justice Institute of BC and the Insurance Corporation of BC. The majority of funding is earned through the programs offered and the products distributed.

**Future plans:** To continue developing a variety of programs which will meet the needs of diverse client groups.

**Address:** Pacific Traffic Education Centre  
715 McBride Boulevard  
New Westminster, BC V3L 4T5

**Contact:** Al Lund, Director  
tel: (604) 528-5807 fax: (604) 528-5806

## PAEDIATRIC NURSES' GROUP (PNG)

### Paediatric Nurses' Group of the Registered Nurses Association of British Columbia (RNABC)

PNG is an interest group of the RNABC. Group members have a wide range of paediatric nursing skills and expertise. We provide paediatric nurses from around the province an opportunity to meet and share resources.

#### **Purpose/mandate:**

- To promote the development of educational standards for paediatric nursing care.
- To promote continuing education and provide information about education resources for paediatric nurses.
- To promote the development of educational standards for paediatric nursing.
- To promote research in paediatric nurses.

#### **Programs/services:**

- Monthly education sessions.
- Two annual scholarships.
- Annual paediatric conference.
- Quarterly newsletter.
- Support community forums, groups and programs.

**Target group:** Community health professionals and paediatric nurses in British Columbia.

**Availability:** PNG Executive are available through the RNABC.

**Address:** Paediatric Nurses' Group  
c/o RNABC  
2855 Arbutus Street  
Vancouver, BC V6J 3Y8

**Contact:** PNG President  
through the RNABC or the above address

## THE PARTY PROGRAM

**Purpose/mandate:** To educate teenagers about the ramifications of poor choices involving motor vehicles, and their option of smart risk.

**Programs/services:**

Students learn of the consequences of drinking and driving, non-compliance to seatbelt use and related risk-taking behaviours by talking to hospital employees. They hear about the experiences of people affected by such behaviours through the aid of visual effects and group discussions.

**Target group:** Grade 9 and 10 students.

**Availability:** Weekly six-hour presentations.

**Evaluation:** Pre-program and Post-program Evaluations are completed and qualitatively analyzed.

**Address:** The Party Program  
2595 Wilcox Terrace  
Victoria, BC V8Z 7G5

**Contact:** Katie Bladon, Coordinator  
tel: (250) 652-1966 fax: (250) 479-1033

<b>Quality Physical Education Programs</b>	The aim of physical education is to enable all learners to enhance their quality of life through active living. Active living is a way of life that values and integrates physical activity into daily routines and leisure pursuits. PEPSA is concerned with providing all learners with programs that are taught in safe, enjoyable and nurturing environments.
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**Purpose/mandate:** To advocate for quality physical education programs that promote active healthy lifestyles.

**Programs/services:**

- Four newsletters containing information on resources, programs, workshops and conferences to assist teachers in providing quality physical education programs.
- Fall conferences on the teaching of physical education.
- Participation in BCTF and Ministry of Education committees.
- Liaison with affiliated groups such as BC/Yukon Heart and Stroke Foundation, PE Society, Premier's Sports Award Program, and the Provincial Network of Physical Educators.

**Target group:** Generalist and specialist teachers of physical education at the primary, intermediate and graduate levels.

**Availability:** Programs and services are available to organization members through the BCTF, 100-550 West 6th Avenue, Vancouver, BC V5Z 4P2.

**Evaluation:** Program goals and objectives are evaluated yearly at the annual general meeting.

**Funding:** Funding is provided by annual membership fees and BCTF grant funding based on membership totals.

**Future plans:** To advocate for quality programs with key decision makers, to increase visibility of PEPSA, to continue to support and promote active living.

**Address:** British Columbia Teachers Federation  
Physical Education Provincial Specialist Association  
100 - 550 West 6th Avenue  
Vancouver, BC V5Z 4P2

**Contact:** web-site: [http:// www.bctf.bc.ca/pepsa](http://www.bctf.bc.ca/pepsa)

<b>PHYSIOTHERAPY ASSOCIATION OF BRITISH COLUMBIA (PABC)</b>	

**Purpose/mandate:** PABC is the professional association for physiotherapists throughout British Columbia. Its mandate is to provide the more than 2,000 physiotherapists in BC with professional development, communication and advocacy opportunities. Physiotherapists provide British Columbians with a wide range of preventive and rehabilitation services, accessible without a physician's referral.

**Programs/services:** Physiotherapists in British Columbia work in a wide range of facilities and settings, and so offer a variety of services. Those services include, but are not limited to, sports injury prevention and treatment, school-based therapy, community health services, workplace ergonomics, hospital outpatient services, private practice, and active rehabilitation.

**Availability:** Physiotherapy services are widely available throughout the province, in both public and private practice settings.

**Funding:** The cost of physiotherapy treatment may be partly or completely covered by one or more of the following:

- Medical Services Plan of BC
- Insurance Corporation of BC
- Workers' Compensation Board
- Private insurance coverage

The Physiotherapy Association of BC is financially supported by its members.

**Address:** Physiotherapy Association of British Columbia  
1755 West Broadway, Suite 402  
Vancouver, BC V6J 4S5

**Contact:** Rebecca Bing Tunnacliffe, Executive Director  
tel: (604) 736-5130 fax: (604) 736-5606  
e-mail: [pabc@bcphysio.org](mailto:pabc@bcphysio.org)

POLICE DEPARTMENTS/RCMP	
<b>Community Services</b>	Police departments provide public education and information programs in addition to enforcement. Program priorities are impaired driving, restraint use, young drivers, and bicycle safety. In the area of traffic safety, police departments work closely with ICBC, CounterAttack, and local traffic safety committees.

**Purpose/mandate:** To prevent crime and to create a safer community.

**Programs/services:** Police services include enforcement, provision of public education and awareness programs, and participation in community development activities. Province-wide injury prevention programs include:

- Street Smart program and Dry Grad initiatives are programs to educate young drivers about the dangers of impaired driving.
- Buckle Up campaign is an annual program to promote correct usage of car restraints.
- Right Riders and Cycle To Be Seen programs are bicycle safety programs for school children.
- Block Parent Program educates children about their personal safety, as well, it provides a network of safe havens which can be used in emergencies.

Police Departments also participate in locally developed programs on safety topics such as emergency procedures for children, safety for babysitters, and bicycle rodeos, among others.

**Target group:** Program specific.

**Availability:** Programs are implemented in communities based on local needs and police resources. Some police departments/detachments have designated community police officers or crime prevention officers. In other areas, constables are assigned responsibility for community education work in addition to other duties.

**Funding:** Many of the educational materials for traffic safety programs are developed and produced by ICBC and/or the Drinking Driving CounterAttack Program. Right Riders is sponsored by Petro-Canada.

**Contact:** For more information, contact your local police department or detachment.



**PREVENTION DIVISION OF THE WORKERS' COMPENSATION BOARD OF  
BRITISH COLUMBIA**

**Program**

Young Workers, Strategic Initiatives.

Note: young workers are defined as persons 15-24 years of age.

**Purpose/mandate:** Serving more than 1.8 million workers and 160,000 employers, the Workers' Compensation Board is a statutory agency governed by a Panel of Administrators. The WCB is committed to a safe and healthy workplace, and to providing safe, effective return-to-work rehabilitation and fair compensation to workers injured or suffering occupational disease in the course of their employment.

**Programs/services:** The young worker is a multifaceted year-round program consisting of operational, research, awareness, educational, and partnership activities. For example:

- Health and safety officer presentations at schools;
- Targeting industry sectors and employers with high volumes of young worker claims;
- Student Worksafe K – 12 school program;
- Young worker annual province-wide awareness and publicity campaign;
- Young worker awareness articles in youth, industry and parent magazines;
- Participation, presentations and sponsorships at various health and safety and youth oriented conferences, etc.;
- Injured young worker speaking program to secondary schools, industry, labour and employer groups;
- Qualitative and quantitative research into the attitudes to young worker health and safety by youth and key stakeholder groups;and
- Industry partnership with the hospitality and tourism sector through integration of Worksafe training into the provincial Foodsafe program.

**Target group:** Young workers 15-24 years of age, employers of young workers, supervisors, parents, unions/labour, federal, provincial and municipal governments, industry, and youth and community groups.

**Availability:** The young worker initiative offers its services through the Prevention Division of the WCB. Through regional services (health and safety officers), industry services (industry specific personnel, i.e. Hospitality industry specialists) and interdivisional young worker team (i.e. Public affairs, publications, education services, etc.).

**Evaluation:** The initiative evaluates its outputs i.e. number of presentations and number of participants. It also evaluates the outcome of its services by conducting surveys and focus groups and measuring the young worker injury rate and claims reduction in targeted industry sectors.

**PREVENTION DIVISION OF THE WORKERS' COMPENSATION BOARD OF BRITISH  
COLUMBIA  
Cont'd**

**Future Plans:**

- 2002 - Youthsafe Education Certificate Program;  
- Supervisor Training Workshops and Education Program;  
- Young Worker web-site; and  
- Peer-to-peer training program.

A long-term goal

- A young worker health and safety stakeholder association dedicated to our goals of preventing young worker injuries and creating generations of safe and healthy young workers.

**Address:** Strategic Initiatives, Prevention Division, WCB  
9<sup>th</sup> floor, 8100 Granville Ave  
Richmond, BC V6Y 3T6

**Contact:** Karen Zukas, Manager, Strategic Initiatives  
tel: (604) 276-5159  
e-mail: [kzukas@wcb.bc.ca](mailto:kzukas@wcb.bc.ca)  
web-site: [http:// www.wcb.bc.ca](http://www.wcb.bc.ca)

REGISTERED NURSES ASSOCIATION OF BRITISH COLUMBIA (RNABC)	
<b>Public Interest Activities</b>	On the provincial level, RNABC maintains professional representation on selected committees and programs related to child safety. RNABC chapters and individual members also participate in safety programs at the local level.

**Purpose/mandate:** Establish, monitor and enforce standards of nursing practice that assure the public of safe, competent nursing care.

**Programs/services:**

- Professional representation on other safety related committees and programs, including the Drug and Poison Information Centre (DPIC), the ICBC President's Advisory Committee, and First Call.

**Target group:** Program specific.

**Availability:** Provincial level programs are coordinated from the Vancouver office. Chapters, Professional Practice Groups and individual members participate in other safety related activities according to local needs and interests.

**Funding:** Memberships.

**Comment:** In previous years, the national association has been involved in education/advocacy on the issues of baby walkers and the reduction of tobacco use.

**Address:** Registered Nurses Association of BC  
2855 Arbutus Street  
Vancouver, BC V6J 3Y8

**Contact:** Wendy Winslow, Nursing Policy Consultant  
tel: (604) 736-7331 fax: (604) 738-2272

<b>RICHMOND CITIZENS CYCLING COMMITTEE</b>	
<b>Cycling Safety</b>	

**Purpose/mandate:** To promote safe cycling skills and to make Richmond a cycle-friendly community.

**Programs/services:**

- Education of cyclists and motorists.
- Advise the city on development of “cycle friendly” infrastructure policies and other matters pertaining to cycling.

**Target group:** Cyclists and motorists.

**Availability:** Volunteer committee working with city staff.

**Address:** Richmond Citizens Cycling Committee  
c/o City of Richmond  
6911 No. 3 Road  
Richmond, BC V6Y 2C1

**Contact:** Joan Caravan  
tel: (604) 276-4035 fax: (604) 276-4052

RICHMOND HEALTH SERVICES	
<b>Population Health Services</b>	Injury prevention is part of health promotion, prevention and environmental services.

**Purpose/mandate:** To enable children and adults to achieve and maintain optimum physical, emotional and social health, according to their individual potential, through family and community oriented services.

**Programs/services:**

- Promote community awareness of the safety issues.
- Facilitate community action and partnerships in injury prevention.
- Provide anticipatory counselling to parents and caregivers of newborns and young children; work with school-aged children, youth, parents, teachers, seniors and community groups.
- Participate in community injury prevention initiatives.
- Inspect and investigate community care facilities (day cares, preschool group homes, long term care facilities) to ensure compliance with health and safety standards including the Community Care Facilities Act and the Adult and Child Care Licensing Regulations.

**Target group:** All population with a priority on children, youth, seniors, their families and caregivers.

**Availability:** Services are provided in a variety of community settings including family homes, child health clinics, pre-schools, day cares, schools and community centers.

**Evaluation:** Population Health Services has specific objectives and targets for the prevention of injury in conjunction with the Ministry for Children and Families and Richmond Health Services.

**Funding:** Richmond Health Services, a part of the Vancouver/Richmond Health Board.

**Address:** Population Health  
 Richmond Health Services  
 7000 Westminster Hwy  
 Richmond, BC V6X 1A2

**Contact:** Ann Dauphinee, Community Health Promotion Coordinator  
 tel: (604) 233-3128 fax: (604) 233-3198  
 e-mail: ann\_dauphinee@rhss.bc.ca

<b>RICHMOND INJURY PREVENTION NETWORK</b>	
	A community based injury prevention coalition.

**Purpose/mandate:** To create opportunities to share information, expertise and resources that will foster development, implementation and advocacy of coordinated, comprehensive and locally relevant injury prevention strategies.

Since young people, an otherwise generally healthy group, are over-represented in the incidence of injuries, and because of the need to develop safe behaviours early in life, at this time emphasis is placed on children and youth. Membership is open to all individuals, groups and organizations interested in working together.

**Programs/services:**

- To identify new and existing partnerships, alliances and linkages in injury prevention.
- To inventory injury prevention resources serving Richmond.
- To identify current issues, service gaps and duplications.
- To establish priorities for cooperative action based on incidence and evidence.
- To build understanding of injury issues in Richmond.
- To facilitate and promote safety education and awareness programs.
- To encourage safe choices and safe behaviours.
- To advocate for the development and protection of safe environments.
- To promote/facilitate awareness and use of protective devices and technologies.
- To advocate for policies, bylaws and legislation which reduces injuries.
- To facilitate community feedback regarding provincial injury prevention initiatives.

**Availability:** Network meetings are held two to three times each year. Task groups meet as necessary.

**Evaluation:** Through contributing agencies and members.

**Address:** Richmond Injury Prevention Network  
c/o Richmond Health Services  
7000 Westminister Hwy  
Richmond, BC V6X 1A2

**Contact:** Ann Dauphinee, Health Promotion Coordinator  
Richmond Health Services  
tel: (604) 233-3128 fax: (604) 233-3198  
e-mail: ann\_dauphinee@rhss.bc.ca

<b>RONA KINETICS AND ASSOCIATES LIMITED</b>	
<b>Independent Consulting and Research Services</b>	RONA Kinetics is a research and safety consulting group actively involved in injury prevention with specific expertise in the evaluation and correct use of protective systems.

**Purpose/mandate:** To find better ways of protecting people and preventing injuries.

**Programs/services:**

- **Collision Research:** Epidemiological studies and in-depth collision investigations to determine how injuries occur and to assess the effectiveness of protective systems in real crashes.
- **Assessment of Protective Devices:** Real world studies and laboratory testing.
- **Preparation and Assessment of Safety Standards:** Development of test procedures and performance requirements as a means of ensuring specific safety systems afford the user a minimal level of protection.
- **Implementation of Research Findings:** Advice to clients on how best to implement latest research findings, e.g. best helmet standards, good seat belt geometry.

**Target group:** Regulatory authorities, road safety groups, police, manufacturers, insurance companies and other interested provincial and federal government agencies.

**Availability:** Consultation and research services including information on the current status of injury prevention systems can be provided within our area of expertise. RONA Kinetics is available to consult or work on pertinent research projects at a national and international level.

**Evaluation:** RONA Kinetics is involved in the evaluation of protective systems as well as national and international safety standards and regulations.

**Funding:** RONA Kinetics is an independent agency which is funded on a contract or hourly consulting fee basis from individual clients.

**Address:** RONA Kinetics and Associates Limited  
 PO Box 54020  
 Lonsdale West  
 North Vancouver, BC V7M 3L5

**Contact:** Jocelyn Pedder  
 tel: (604) 987-8440 fax: (604) 987-8460

<b>SAFE KIDS CANADA</b>	
<b>Childhood Injury Prevention</b>	Safe Kids Canada is the national injury prevention program of the Hospital for Sick Children in Toronto.

**Purpose/mandate:** To raise awareness that unintentional, preventable injuries are the leading threat to children under the age of 15 and collaborate with communities and groups to reduce the incidence and severity of those injuries.

**Programs/services:**

- Communications to the public via media and printed materials etc.
- Development and distribution of program material to implement multifaceted childhood injury prevention programs at the community level in various areas including car seat safety, bicycle education and playground safety.
- Support community-based partners to implement injury prevention programs.

**Target group:** Injury prevention professionals and the Canadian public with emphasis on parents.

**Availability:** Safe Kids Canada programs are available to injury prevention professionals wishing to provide a focus on childhood injury prevention.

**Evaluation:** Consultation with expert advisors in the field of childhood injury prevention to identify injury prevention priorities, to select intervention strategies with proven effectiveness, and to evaluate programs.

**Funding:** Safe Kids Canada raises funds from corporate sector and foundations.

**Future plans:** Safe Kids Canada’s focus is on car seat safety, road safety, playground safety, sports and recreation safety and scald and burn prevention.

**Address:** Safe Kids Canada  
 180 Dundas Street West, Suite 2105  
 Toronto, Ontario M5G 1Z8

**Contacts:** tel: (416) 813-6766 fax: (416) 813-4986  
 Sonya Corkum, Executive Director  
 Pamela Fuselli, Co-ordinator, Partners and Programs  
 Jennifer Hall, Co-ordinator, Partners and Programs  
 Rita Mezei, Public and Advocacy Specialist



<b>SAFE START</b>	
<b>SAFE START</b>	SAFE START is the injury prevention program of BC's Children's Hospital. Launched in 1992, the program provides community-based initiatives focusing on unintentional injury among children from birth to five years throughout British Columbia.

**Purpose/mandate:** To promote a healthier environment for the children of British Columbia by contributing to a reduction in preventable illness and injury.

**Programs/services:**

- Responds to inquiries and requests from the public and health care professional.
- Partners with safety coalitions, advisory committees and other stakeholder groups.
- Advocates for legislative change on regulations such as dangerously hot water temperatures.
- Teams with community groups to train and implement change on a local level.
- Develops projects and resources in partnership with corporate sponsors.
- The SAFE START House: An interactive mobile home that travels throughout BC with messages on home safety.
- Health Home Centre: Canada's only hospital based safety centre and baby-proofing shop.
- Safe Ride: A free child safety seat inspection and advisory service to help keep children safe on the road.
- Child Safety Updates: Child safety information bulletins, produced in co-operation with the BC Ministry of Health.
- Hot Water Burns Like Fire: A multi-faceted campaign to lower water temperatures in homes with young children.
- Display Loan Program: Free Safety display for use by non-profit programs at special events, health fairs and conferences.

**Target group:** BC children, their families and caregivers, media and the general public.

**Availability:** SAFE START is based at Children's & Women's Health Centre of British Columbia. Program – implementation is province wide.

**Evaluation:** Program evaluation results are available for each program component.

**Address:** SAFE START,  
BC Children's Hospital  
D614, 4480 Oak Street  
Vancouver, BC V6H 3V4

**Contact:** tel: (604) 875-3273 fax: (604) 875-2440  
e-mail: amckendrick@cw.bc.ca  
web-site: [http:// www.cw.bc.ca/safestart/](http://www.cw.bc.ca/safestart/)

<b>Sextant International</b>	
<b>KIDZONE</b>	KIDZONE is an award winning multimedia educational package of 25+ half-hour dramatic television shows, a weekly newspaper page, and a school video resource package aimed at pre-teens.

**Purpose/mandate:** By presenting to its youthful audience realistic and relevant life scenarios, KIDZONE encourages children to develop problem solving skills, coping strategies and independent thought, and attempts to foster an awareness of issues which may impact their daily lives.

**Programs/services:** KIDZONE focuses on themes such as health and safety, substance abuse prevention, child rights, careers, multiculturalism, science, technology and environment.

- The KIDZONE television series uses both a magazine and a dramatic format to address issues. The television series features eight teen hosts who serve as role models, relating and communicating to the audience through common scenarios and shared experiences. Through the use of dramatic stories and special reports, the KIDZONE KIDS are encouraged to think independently and to find creative solutions to problems. The KIDZONE television series produced a drama on sports injury prevention, the proper use of safety gear when participating in sports, as well as a drama on electrical safety for children.
- The complementary weekly KIDZONE newspaper page in the *Vancouver Sun* is filled with quizzes, write-ins and informative features, and encourages children to give thought to a variety of issues which may concern them. Readers are encouraged to submit their opinions, comments and stories.
- The teacher's resource kit designed for use with the KIDZONE TV series is comprised of a videocassette containing specific KIDZONE themes and classroom lesson plans.

**Target group:** Children aged 8 to 13 years.

**Availability:** Price list and description of themes available by contacting number below.

**Evaluation:** Producers consult with advisory boards to ensure issues are presented in a correct and realistic manner. At the end of each season, the television series is focus tested on several lower mainland elementary school classes by an independent research firm; results are taken into consideration in the planning of the next season of KIDZONE. A toll free telephone number allows viewers to "talk back" immediately after the broadcast of a specific episode. The KIDZONE newspaper encourages comments and opinions on the paper.

**Funding:** In addition to support received by the Open Learning Agency, government, corporate sponsorships and partnerships with community organizations provide funding.

**Sextant International  
Cont'd**

**Address:** Sextant International  
1380 Burrard Street  
Vancouver, BC V6Z 2H3

**Contact:** tel: (604) 642-5400 fax: (604) 642-5440  
e-mail: [jstevens@sextantentertainment.com](mailto:jstevens@sextantentertainment.com)  
web site: [http:// www/sextantentertainment.com](http://www.sextantentertainment.com)

<b>SMARTRISK FOUNDATION (Toronto, Ontario)</b>	
<b>Injury Prevention Programs and Marketing</b>	The Smartrisk Foundation is creating inspiration, generating participation and providing education to make injury prevention the major social movement in Canada.

**Purpose/mandate:** Educational programs and social marketing campaigns to reduce injuries.

**Programs/services:**

- HEROES is more than a high impact travelling show empowering teens to be responsible, manage risk and reduce their chances of injury; it serves as a catalyst, stimulating the development of coalitions and community-wide events promoting injury prevention.
- In 1994, the foundation launched The Stupid Line, a social marketing campaign comprising humorous posters (available at nominal cost), TV and radio spots that run as public service announcements designed to stimulate teens to re-think their behaviour and drive home the message that there is a line of choice that separates smart risk from stupid risk. Media outlets have played the TV/radio spots, and magazines have printed the posters.

**Target group:** HEROES is targeted at teenagers. It serves as a catalyst stimulating injury prevention festivals and coalitions which in turn initiate activities targeting high injury populations in their area. The Stupid Line campaign targeted at teens has mass appeal.

**Availability:** HEROES is typically booked one year in advance.

**Evaluation:** Of 3,700 teenagers who saw HEROES, 80% gave it top ratings (4/5 or 5/5). HEROES is very successful in stimulating the development of community coalitions which continue the message of injury prevention.

**Funding:** HEROES is sponsored by: Royal Insurance Canada, General Motors of Canada, Canadian Forces Air Command, Bell and Bell Mobility. The CCSN is funded by Health Canada, Brighter Futures Program. The foundation receives donations from corporate and private donors; other foundations, such as the Max Bell Foundation.

**Future plans:** Developing additional HEROES units to tour Canada; completion of a Web site to inform teachers about HEROES and encourage inclusion of injury prevention related material into curriculum; completion of a community leader's kit to support communities hosting HEROES, and HEROES Festivals; continuation of The Stupid Line campaign.

**Address:** Smartrisk Foundation  
Suite 301 - 658 Danforth Avenue  
Toronto, Ontario M4J 5B9

**Contact:** Andrew Fischer, HEROES Manager  
tel: (416) 977-7350 fax: (416) 596-2700

<b>SPORT MEDICINE COUNCIL OF BRITISH COLUMBIA</b>	
<b>SportMed BC</b>	The council provides a range of programs and services aimed at making sports safer. Several programs relate to prevention of sports related injuries in children and youth.

**Purpose/mandate:** SportMed BC is a focal point for sport medicine and science within the provincial sport system. We co-ordinate access to a network of practitioners and are committed to identifying, developing and promoting Best Practices in Sport Health, Sport Safety and Sport Training.

**Programs/services:**

- **SportsAid Program:** Series of short courses for the sporting and recreation communities in recognition, first aid management, and prevention of athletic injuries.
- **Information Resource Centre:** Available to members, services include library, publications, drugs and sports hotline, and sport specific consulting.
- **Speaker, Writer, and Resource Personnel Bureau:** Coordination of requests for personnel to provide medical, paramedical, and scientific information on topics related to sports medicine.
- **Medical and Paramedical Support Staff:** Medical coverage and technical assistance for major sports events.
- **Science and Medicine Support Programs:** Education and support for the development of athletes and coaches at the provincial and national level.

**Target group:** The sporting community, the general public, and the medical community.

**Availability:** Programs are available by contacting the SportMed BC office in Burnaby. There are fees for some programs and services.

**Funding:** The council is a non-profit society.

**Address:** SportMed BC  
 #3 - 6501 Sprott Street  
 Burnaby, BC V5B 3B8

**Contact:** Lynda Cannell, Executive Director  
 tel: (604) 473-4850 fax: (604) 473-4860  
 e-mail: info@sportmedbc.com

## ST. JOHN AMBULANCE

### First Aid

Offers training in first aid and injury prevention province- wide. School teachers deliver new First On the Scene, Lifesaver and We Can Help courses. Child and Infant CPR, child care and babysitting courses are also offered.

**Purpose/mandate:** St. John Ambulance is committed to enabling Canadians to improve their health, safety and quality of life by providing training and community service.

**Programs/services:** Courses related to children and youth:

**SAVE THAT CHILD:** Ages 10+. For parents, grandparents, babysitters and others who care for infants and children. Stresses injury prevention and first aid.

**FIRST ON THE SCENE: JUNIOR EMERGENCY FIRST AID:** Ages 9 to 13. Stresses safety awareness; teaches young people to respond to a variety of first aid situations.

**FIRST ON THE SCENE: EMERGENCY - CHILD CARE:** For licensed child and day care workers. Teaches safety awareness and first aid for infants and children.

**FIRST ON THE SCENE - EMERGENCY & STANDARD FIRST AID:** Ages 14+. Teaches first aid and safety awareness. Available in a variety of formats suitable for the general public, schools grades 11 and 12 or industry.

**WE CAN HELP:** Ages 7 to 10. An innovative low cost program in safety awareness and first aid which appeals to children.

**EMERGENCY & STANDARD FIRST AID SAFETY ORIENTED:** Ages 16+. Both courses teach safety awareness and first aid skills which will qualify the student as a WCB Level 1 first aid attendant in BC.

**THE LIFESAVER:** Ages 10+. An introductory course that teaches safety awareness and five of the most important first aid skills needed to save a life. Grades 4 to 10.

**WHAT EVERY BABYSITTER SHOULD KNOW:** Ages 11+. Teaches young people how to babysit infants and children; enhances knowledge of safety, injury prevention and responsible babysitting and develops skills to cope with common emergencies.

**HEARTSTART CPR:** Ages 10+. This group of programs teaches heart disease prevention and CPR skills for adults, children and infants. Available in a variety of formats suitable for the general public, child care workers and health care professionals.

**ST. JOHN AMBULANCE BRIGADE - CADET PROGRAM:** Provides training to children and young adults ages 8 to 19 that prepares them as community service volunteers. Topics include safety awareness (home, traffic, bike, water), injury prevention, babysitting, child care, family health care, first aid and leadership skills.

**Target group:** Young adults, school children, youth groups, child care workers, parents, grandparents and others who live or work with children or infants.

**Availability:** Programs and services delivered by branches and training centres province-wide; public and private schools; public education facilities, scouts, guides and cadets.

**Evaluation:** A monitoring system evaluates program standards, facilities, equipment, training materials, instruction, and course examinations.

**Funding:** Course fees, fund raising activities, and private donation.

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**ST. JOHN AMBULANCE**  
**Cont'd**

**BC & Yukon Council  
Prov. Headquarters**  
6111 Cambie St  
Vancouver, BC V5Z 3B2  
tel: (604) 321-2652  
fax: (604) 321-5316

**Abbotsford Training Centre**  
#209-33119 South Fraser Way  
Abbotsford, BC V2S 2B1  
tel: (604) 853-8700  
fax: (604) 853-8770

**Burnaby Branch**  
#207-7355 Canada Way  
Burnaby, BC V3N 4Z6  
tel: (604) 520-3749  
fax: (604) 520-3767

**Campbell River Branch**  
170 Dogwood Street  
Campbell River, BC V9W 2X8  
tel: (250) 287-4627  
fax: (250) 287-4679

**Chilliwack Branch**  
#102-45928 Hocking Ave.  
Chilliwack, BC V2P 1B4  
tel: (604) 792-1112  
fax: (604) 792-1280

**Comox Valley Branch**  
2<sup>nd</sup> Floor, 463-5<sup>th</sup> St.  
Courtenay, BC V9N 1J7  
tel: (250) 897-1098  
fax: (250) 897-1099

**Cowichan Valley Branch**  
57 Trunk Road  
Duncan, BC V9L 2N7  
tel: (250) 388-5505  
fax: (250) 388-3100

**Douglas Rd. Training Cent.**  
2225 Douglas Road  
Burnaby, BC V5C 5A9  
tel: (604) 294-1980  
fax: (604) 294-1989

**Kamloops Branch**  
627 Victoria, Branch  
Kamloops, BC V2C 5T4  
tel: (250) 372-3853  
fax: (250) 372-2275

**Kelowna Branch**  
#33-3155 Lakeshore Road  
Kelowna, BC V1W 3S9  
tel: (250) 762-2840  
fax: (250) 762-2062

**Nanaimo Branch**  
425 Madsen Road  
Nanaimo, BC V9S 5V3  
tel: (250) 741-0102  
fax: (250) 741-0106

**New Westminster Branch**  
627 Columbia Street  
New Westminster Branch  
tel: (604) 522-6390  
fax: (604) 522-2271

**North Okanagan/  
Shuswap Branch**  
1905-47<sup>th</sup> Avenue  
Vernon, BC V1T 9A3  
tel: (250) 545-4200  
fax: (250) 545-1259

**North Shore Branch**  
#106-223 Mountain Hwy.  
North Vancouver, BC V7J 3V3  
tel: (604) 990-1290  
fax: (604) 984-0475

**Penticton Branch**  
275 Okanagan Avenue E.  
Penticton, BC V2A 3J8  
tel: (250) 492-3377  
fax: (250) 492-2905

**Powell River Branch**  
5907 Arbutus Avenue  
Powell River, BC V8A 4S2  
tel: (250) 483-2250  
fax: (250) 483-2151

**Prince George Branch**  
470 Third Avenue  
Prince George, BC V2L 3B9  
tel: (250) 561-1696  
fax: (250) 564-7552

**Prince Rupert Branch**  
632 West 3<sup>rd</sup> Avenue  
Prince Rupert, BC V8J 1M2  
tel: (250) 624-4672  
fax: (250) 624-6032

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**ST. JOHN AMBULANCE**  
**Cont'd**

**Ridge Meadows Branch**

#306-22230 North Avenue  
Maple Ridge, BC V2X 2L5  
tel: (604) 467-1490  
fax: (604) 467-6179

**Surrey Delta Branch**

#207-11961 88<sup>th</sup> Avenue  
Delta, BC V4C 3C9  
tel: (604) 599-1603  
fax: (604) 599-5228

**Tri-Cities Branch**

2338 Clarke Street  
Port Moody, BC V3H 1Y8  
tel: (604) 931-3426  
fax: (604) 931-5314

**Vancouver Branch**

6111 Cambie Street  
Vancouver, BC V5Z 3B2  
tel: (604) 321-7242  
fax: (604) 321-7493

**Victoria Branch**

941 Pandora Avenue  
Victoria, BC V8L 1L8  
tel: (250) 388-5505  
fax: (250) 388-3100

**Yukon Branch**

Unit C, 128 Copper Rd.  
Whitehorse, YT Y1A 2Z6  
tel: (867) 668-5001  
fax: (867) 667-5050



<b>SUCCESS</b>	
<b>SUCCESS</b>	United Chinese Community Enrichment Services Society

**Purpose/mandate:**

- To help new Canadians overcome language and cultural barriers so they may contribute fully to Canadian society.
- To help improve quality of life in the community through a wide range of social services and community education programs.

**Programs/services:**

- A wide range of services for new immigrants and other citizens such as seniors, women, youth and families.
- Provide language training.
- Provide employment job training.
- Provide community education and awareness programs.

**Target group:** New immigrants and other citizens.

**Availability:** Through contacting SUCCESS office.

**Address:** SUCCESS  
28 West Pender  
Vancouver, BC V6B 1R6

**Contact:** Lillian To  
Executive Director  
tel: (604) 684-1628 fax: (604) 408-7234

<b>TRANSPORT CANADA</b>	
<b>Road Safety</b>	The Vancouver office of Transport Canada provides brochures on child restraints. On a national level, Transport Canada does research on restraint systems and other road safety topics.

**Purpose/mandate:** Federal agency responsible for road safety and motor vehicle regulation.

**Programs/services:**

Programs provided from the Vancouver office include:

- the distribution of brochures on child restraint systems; and
- referrals to national office for road safety questions.

Programs provided from the national office include:

- surveys on child restraint use;
- research on the effectiveness of restraint systems;
- promotion, monitoring of products, enforcement of safety standards, and issuance of public notices on defective infant child restraints; and
- provision of funding to automobile associations to carry out the Child Restraint Information Program.

**Target group:** The general public, particularly parents of young children.

**Availability:** Brochures and information are available on request at the Vancouver office. Brochures are distributed by health units/departments, police departments, and the BCAA.

**Funding:** Federal government ministry.

**Address:** Regional Communications  
 Transport Canada  
 Suite 1100, 800 Burrard Street  
 Vancouver, BC V6Z 2J8

**Contact:** Ruth Casey, Information Officer  
 tel: (604) 666-8948 fax: (604) 666-7255

**Public Inquiries:** BCAA Technical Services  
 tel: (604) 298-2122 (within Vancouver)  
 tel: 1-800 -663-4636 (outside Vancouver)

Road Safety General Inquiries  
 tel: 1-800-333-0371

<b>UNIVERSITY OF BRITISH COLUMBIA - Accident Research Group - Civil Engineering</b>	
<b>Independent Research</b>	The UBC Accident Research Group is located within the Department of Civil Engineering and specializes in experimental research into road safety. The particular focus includes vehicle design, highway design and evaluation techniques.

**Purpose/mandate:** To gain a better understanding and document how road injuries are caused and find practical solutions to reduce them and to widely distribute the research results.

**Programs/services:**

- Experimental research is carried out using full-scale crash tests with vehicles and devices. The results are recorded and studied by graduate students.
- Implementation of research is carried out through publishing papers and making the results broadly available.
- Evaluation techniques for before/after studies of roadway improvements.

**Target group:** Any organization that is interested in road safety.

**Availability:** The Accident Research Group depends on graduate students to carry out research under the direction from the academic staff. The availability is limited by the number of graduate students available.

**Evaluation:** The projects are usually part of a student's thesis and as such evaluation against various standards is a normal part of any work. The results of all research will be published.

**Funding:** Each project must be completely self-sufficient and meet any UBC standard concerning testing of human subjects.

**Address:** Accident Research Group  
University of British Columbia  
Department of Civil Engineering  
2324 Main Mall  
Vancouver, BC V6T 1Z4

**Contact:** Dr. Frank Navin  
tel: (604) 822-3158 fax: (604) 822-6901  
e-mail: navin@civil.ubc.ca; or  
Dr. Tarek Sayed  
tel: (604) 822-4370 fax: (604) 822-6901  
e-mail: tsayed@civil.ubc.ca

**UNIVERSITY OF BRITISH COLUMBIA  
- Institute of Health Promotion Research**

**Institute of Health  
Promotion Research**

The Institute of Health Promotion Research supports an interdisciplinary program of research and graduate education in health promotion.

**Purpose/mandate:** The Institute of Health Promotion Research seeks to examine the social, behavioural and environmental determinants of health and the factors that predispose, enable and reinforce individual and collective actions conducive to health.

**Programs/services:**

- Graduate education in health promotion.
- Technical assistance in program planning and evaluation.
- Health promotion library.
- Participation in a broad range of health promotion research and activities.
- Health promotion seminars, and conferences.

**Target group:** Community groups, researchers, government agencies, stakeholders or persons interested in health promotion research.

**Availability:** See contact number.

**Evaluation:** Provides expertise in process and outcome evaluation.

**Funding:** Grant-funded from a variety of sources.

**Future plans:** Increased involvement in evaluation of injury prevention and safety programs.

**Address:** Institute of Health Promotion Research  
University of British Columbia  
2206 East Mall  
LPC Bldg. Room 324  
Vancouver, BC V6T 1Z3

**Contact:** James Frankish, Ph.D.  
Associate Director  
tel: (604) 822-9205 or (604) 822-2258  
fax: (604) 822-9210  
e-mail: frankish@unixg.ubc.ca  
web-site: [http:// www.ihpr.ubc.ca](http://www.ihpr.ubc.ca)

<b>UNIVERSITY OF VICTORIA - Adult Injury Management Network (AIMNet)</b>	
<b>School of Nursing - Centre on Ageing</b>	

**Purpose/mandate:** The goal of AIMNet is to promote the health of older Canadians through the prevention of unintentional injuries. Specific objectives include:

- To strengthen the capacity of individuals, organizations and government to reduce unintentional injury.
- To identify, synthesize and disseminate information on best practices and models for injury prevention for and with seniors.

**Programs/services:** The core activities of AIMNet have included coalition-building, community development, communication, consultation, education, and research. We recently hosted the first international conference of Prevention of Injuries from Falls in Victoria, British Columbia, and are preparing a monograph based on the conference proceedings. We can provide topical literature reviews and can assist in regional planning initiatives for falls prevention. We can also provide program evaluation assistance.

**Target group:** Organizations serving seniors and people with disabilities, health care practitioners, Aboriginal people, local and provincial government personnel, educators, and researchers.

**Address:** Adult Injury Management Network (AIMNet)  
School of Nursing – Centre on Ageing  
University of Victoria  
Victoria, BC V8W 2Y2

**Contact:** Dr. Elaine Gallagher, Professor  
tel: (250) 721-7966 fax: (250) 721-6231

**VANCOUVER HEALTH REGION - Community Care Facilities Licensing**

**Community Care Facilities Licensing**

Community Care Facilities Licensing inspects adult and child care facilities to ensure compliance with health, safety, and programming standards. There are safety standards related to emergency management, environmental hazards, and medications. Licensing staff review and approve playground designs (new facilities).

**Purpose/mandate:** To oversee licensing of adult and child care facilities and to ensure their compliance with provincial health and safety regulations. Child care facilities include residences for children, and homes for the physically and/or mentally handicapped, as well as non-residential child care programs. (The adult care facilities include those used by intermediate care, mentally and physically handicapped and drug and alcohol programs).

**Programs/services:**

- Inspections and investigations of community care facilities are carried out to ensure compliance with health and safety regulations, including the Community Care Act and Regulations and City of Vancouver Health Bylaws. There are safety regulations related to policies, procedures, and equipment for emergency management, first aid training, maintaining equipment, playgrounds, furnishings; storage and dispensing medications, and mandatory reporting of incidents which result in emergency room visits or hospitalization.
- Care facilities personnel are assessed to determine personal suitability.
- Consultation with groups planning facilities and playgrounds.
- Information, guidance, and consultation on other issues related to health, safety, and control of communicable diseases are provided to community care facilities.

**Target group:** Adult and child care facility operators and staff, parents, and educational institutions which train early childhood educators.

**Availability:** Services are available to facilities and groups in the City of Vancouver, the UBC area and the University Endowment Lands. Similar programs are provided by provincial health units and other municipal health departments.

**Funding:** City of Vancouver and the BC Ministry of Health.

**Comment:** The Canadian Standards Association (CSA) has developed standards for playground equipment. These standards are used as reference base for assessing playground safety but are not enforced. Local policies also exist regarding design of facilities.

**Address:** Community Care Facilities Licensing  
Vancouver/Richmond Health Department  
8<sup>th</sup> Floor – 601 West Broadway  
Vancouver, BC V5Z 4C2

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**VANCOUVER HEALTH REGION - Community Care Facilities Licensing  
Cont'd**

**Contact:** Brigitte Baumann, Assistant Director  
Peter Jacobs, Assistant Director  
tel: (604) 736-2866 fax: (604) 736-8651  
Brian Johnston, Supervisor, tel: (604) 714-5662

## VANCOUVER HEALTH REGION – Prevention Division

### Prevention Division

The Prevention Division delivers comprehensive preventive health programs to residents of Vancouver. Activities related to childhood injury prevention focus on traffic safety and general safety education for parents.

**Purpose/mandate:** To prevent illness and to promote health by delivering services in the community from a decentralized network of health units distributed throughout the City of Vancouver.

**Programs/services:** The Prevention Division programs related to children are organized into a number of areas: perinatal, infant and family, preschool, and the school age program.

Prevention Division staff collaborate with the community/community groups in the promotion of a wide variety of safety initiatives. Some of these initiatives include: correct usage of infant/child car restraints, promotion and dissemination of SAFE START injury prevention materials, bicycle helmet usage, and vehicle/pedestrian safety in school zones. Safety education is also provided during prenatal education classes, home visits, child health clinics, parent/infant/child groups and preschool programs. Activities and topics vary according to the needs of clients and communities. Staff also participate in local health fairs.

**Target group:** Program specific.

**Availability:** Prevention activities are carried out in health unit offices, homes, schools, and other community settings. There are four health units: Burrard Unit, West-Main Unit, North Unit, and South-East Unit. Activities vary within each health unit, depending on community needs and health unit resources.

**Funding:** The City of Vancouver and the BC Ministry of Health, on a cost sharing basis. The prenatal program is not on a cost shared basis.

**Future plans:** Current initiatives will continue. Health units are encouraged to collaborate/participate in unit/community based initiatives as needs arise.

**Address:** Prevention Division  
Vancouver Health Department  
1060 West 8<sup>th</sup> Avenue  
Vancouver, BC V6H 1C4

**Contact:** Barbara Selwood, Perinatal Coordinator  
tel: (604) 261-6366 fax: (604) 261-7220



## WESTCOAST CHILD CARE RESOURCE CENTRE

### Preventing injuries in child care settings.

In conjunction with Ministry of Health staff, developed *Injury Prevention in Child Care Settings*. The booklet is intended for a wide audience of those involved in caring for infants and preschool age children in both centre-based programs and family homes. May also be used to support workshops for child care providers and parents.

**Purpose/mandate:** Westcoast Child Care Resource Centre, established in 1987, is committed to the development, provision and promotion of inclusive, quality, anti-bias child care resources and services throughout British Columbia. As a provincial, non-profit society, the centre supports families, children, child care providers and child care related organizations through networking and training opportunities, consultation, information and resource and referral services.

### Programs/services:

- Programs include: West Coast Child Care INFORM; Resource and Information Services (including Library and Multilingual Services); Westcoast Multicultural and Diversity Services; and Vancouver Child Care Resource and Referral Program, including Information Day-care and One Stop Access.
- The Westcoast Library (which includes Westcoast Multicultural and Diversity Services) provides public access to a wide range of materials including holdings in the areas of health and safety in child care settings. Library resources can be borrowed locally or by mail free of charge throughout BC.

**Target group:** Westcoast serves individuals and organizations which provide or are interested in child care programs and issues, caregivers, parents, community organizations, students and others interested in child care.

**Availability:** Information and access to materials is available through telephone referrals, mail, e-mail and in person.

**Funding:** Primary funders include the Province of BC.

**Address:** Westcoast Child Care Resource Centre  
3<sup>rd</sup> Floor - 210 West Broadway  
Vancouver, BC V5Y 3W2

**Contact:** Kathleen Gray, Librarian  
Director of Resource and Information Services  
tel: (604) 709-5661 fax: (604) 709-5662  
e-mail: [ccris@wstcoast.org](mailto:ccris@wstcoast.org)  
web-site: [http:// www.wstcoast.org](http://www.wstcoast.org)

<b>WHISTLER SPORTS INJURY PREVENTION PROGRAM</b>	
<b>Sports Injury Prevention</b>	The Whistler Sports Injury Prevention Program develops and implements community-based public education programs designed to reduce the incidence and severity of sports related injuries.

**Purpose/mandate:** To reduce the incidence and severity of sports related injuries.

**Programs/services:**

- Newspaper articles: A column appears weekly in the local newspaper.
- Symposia with local sport and health care professionals.
- Sports specific multi-media campaigns.
- Appearances at local sporting events.
- Assist other organizations with their events; e.g. RCMP bike rodeo etc.
- Specialized presentations on request.

**Target group:** The local sporting public - children, youth and their parents.

**Availability:** Programs delivered by assessed need (allowable) or by contacting the program coordinator.

**Evaluation:** Through community feedback, statistical comparison by the Whistler Health Care Centre, and by the program coordinator.

**Funding:** By grant through the Whistler Health Care Centre.

**Future plans:** Coordinate programs with other organizations, increase funding through community sponsorships.

**Address:** Whistler Sports Injury Prevention Program  
c/o Coast Garibaldi Community Services Society  
202 - 4380 Lorimer Road  
Whistler, BC V0N 1B4

**Contact:** Richard Wyne, Program Coordinator  
tel: (604) 932-3202 or (604) 938-1795  
fax: (604) 932-6953

## YOUNG DRIVERS OF CANADA (YDC)

### Driver Training Programs

#### Driver Improvement Programs

A standardized training program offered across Canada, the United States and Europe for novice drivers of all ages. The course is ICBC-approved under graduated licensing. Standardized training programs, modular in nature, for corporate drivers with a valid driver's license. All programs feature in-class component and one-on-one in-car training.

#### **Purpose/mandate:**

- To teach novice drivers the necessary skills and defensive driving habits to drive collision-free, with training in city, highway, freeway and emergency manoeuvres.
- To provide a formal system of defensive driving habits as a refresher or upgrade for corporate fleet drivers or licensed individuals.

#### **Programs/services:**

- Programs through Young Drivers of Canada authorized training centres are offered throughout the year for novice drivers of all ages. Program information, including a video brochure, can be obtained by contacting your local YDC location (24 in BC). YDC offers a free seminar for any parent/spouse of a new driver - whether that new driver is enrolled with YDC or not - in order to give helpful advice on teaching a new driver. Call your local YDC centre for "co-driver" information.
- Authorized YDC centres provide, on a regular basis or on a custom-scheduled basis, standardized driver improvement programs. They are modular in nature to offer a "menu" of training options and environments for the user. Each includes a classroom component for knowledge, followed by an in-car component which is one-on-one instruction (not group). Presently YDC has over 75 corporations across Canada enrolling employees in these driver improvement programs.

**Target group:** New drivers of all ages. Corporate fleet safety managers and individual drivers.

**Availability:** Local YDC centres may be contacted for brochures, further program information and schedules. See Yellow Pages.

**Evaluation:** Every graduate is surveyed by telephone upon completion and receives a YDC certificate.

**Funding:** Contact local YDC centre for program fees; automatic or standard-shift.

**Future plans:** To maintain a close liaison with government regarding future road safety initiatives, and improvement/violator program roles.

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**YOUNG DRIVERS OF CANADA (YDC)**  
**Cont'd**

**Address:** Regional Office  
Suite 200, 1001 Kingsway  
Vancouver, BC V5V 3C7

**Contact:** Richard Dickson, Regional Director, Western Canada  
tel: (604) 872-1266 fax: (604) 872-8930  
web-site: [http:// www.ydbc.com](http://www.ydbc.com)

Note: Young Drivers of Canada has as its parent company, the Ford Motor Company.

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## AGENCIES OUTSIDE BRITISH COLUMBIA

Alberta Centre for Injury Control and Research  
University of Alberta  
4075 RTF, 8308 - 114 Street  
Edmonton, Alberta T6G 2E1  
tel: (780) 492-6019 fax: (780) 492-7154  
e-mail: [acicr@ualberta.ca](mailto:acicr@ualberta.ca)  
web-site: [http:// www.med.ualberta.ca/acicr](http://www.med.ualberta.ca/acicr)

Dr. Louis H. Francescutti  
Director

Canada Safety Council  
1020 Thomas Spratt Place  
Ottawa, Ontario K1G 5L5  
tel: (613) 739-1535 fax: (613) 739-1566  
E-mail: [csc@safety-council.org](mailto:csc@safety-council.org)  
Web-site: [http:// www.safety-council.org](http://www.safety-council.org)

Emile Therien  
President

Canadian Automobile Association  
200 - 1145 Hunt Club Road  
Ottawa, Ontario K1V 0Y3  
tel: (613) 247-0117 fax: (613)247-0118

Brian Hunt  
President

Canadian Standards Association  
178 Rexdale Boulevard  
Etobicoke, Ontario M9W 1R3  
tel: (416) 747-4125 fax: (416) 747-2675

(Mrs.) Pat Keindel  
Vice President  
Standards

Traffic Injury Research Foundation of Canada  
Suite 200 - 171 Nepean Street  
Ottawa, Ontario K2P 0B4  
tel: (613) 238-5235 fax: (613) 238-5292  
e-mail: [tirf@trafficingjuryresearch.com](mailto:tirf@trafficingjuryresearch.com)  
web-site: [http:// www.trafficingjuryresearch.com](http://www.trafficingjuryresearch.com)

Dr. Herb Simpson  
Executive Director

## BRITISH COLUMBIA DIRECTORY

### UNINTENTIONAL INJURY PREVENTION PROGRAMS FOR CHILDREN AND YOUTH (AGES BIRTH - 24)

#### Cross Reference by Type of Program

#### **Community Care Facilities Safety**

BC Ministry of Health - Community Care Facilities Branch  
Canadian Institute of Child Health  
St. John Ambulance  
Vancouver Health Department - Community Care Facilities Licensing  
(and all other health units and health departments)  
Westcoast Child Care Resource Centre

#### **Utilities Safety**

BC Gas Utility Ltd  
BC Hydro

#### **Falls**

BC Ministry of Health - Office for Injury Prevention

#### **Fire and Burn Prevention**

BC Crime Prevention Association  
BC Ministry of Forests - Wildland Fire Service, Protection Branch  
BC Ministry of Municipal Affairs  
- Public Fire and Life Safety Advisory Council  
- Office of the Fire Commissioner  
Fire Departments  
First Nations' Emergency Services Society of British Columbia  
McDonald's Restaurants of Canada Ltd  
Public Education Consulting and Marketing Inc. (PECAM Inc.)

#### **First Aid and Safety Education Courses**

BC Council for the Family - Nobody's Perfect Parenting Program  
Canadian Red Cross Society: BC-Yukon Division  
Emergency Medical Planning Canada  
First Nations' Emergency Services Society of British Columbia  
Life-Line, C.P.R., First Aid & Safety Training  
Life Saving Society - Canada - BC & Yukon Branch  
St. John Ambulance

## **General Injury Prevention Programs/Services**

AHC Aboriginal Health Association of BC  
Ambulance Paramedics of British Columbia - CUPE Local 873  
British Columbia Ambulance Service (BCAS)  
BC Association of Family Resource Programs  
BC Confederation of Parent Advisory Councils  
BC Council for the Family - General  
BC Council for the Family - Nobody's Perfect Parenting Program  
BC Crime Prevention Association  
BC Society for the Prevention of Cruelty to Animals  
BC Ministry of Aboriginal Affairs  
BC Ministry for Children and Families

- Alcohol and Drug Services
- Child Care Services
- Zenith Help Line

BC Ministry of Education

- Personal Planning K to 7 & Career and Personal Planning 8 to 12

BC Ministry of Health

- Community Care Facilities Branch
- Office for Injury Prevention
- Public Health Protection

BC Safety Council  
British Columbia School Trustees Association  
Canadian Fire-Arm Safety Course  
Canadian Society of Safety Engineering  
Capital Health Region  
Central Okanagan Injury Prevention Community Coalition  
College of Dental Surgeons of BC  
Directorate of Agencies for School Health (DASH)  
Farm and Ranch Safety and Health Association  
The Growing Space Society  
Health Authorities

- Community Nutrition
- Dental Health
- Public Health Nursing

Health Canada

- Brighter Futures
  - Child Safety Component
  - Indian Health Services
- Medical Services Branch

Horse Council of British Columbia

**General Injury Prevention Programs/Services Cont'd**

Infant Development Programmes of BC  
 Kaiser Youth Foundation  
 The Magic Caine Safety Program  
 McDonald's Restaurants of Canada Ltd  
 North Shore Health Region  
 Northwest Community Health Services  
 Open Learning Agency - Knowledge Network  
 Paediatric Nurses' Group (PNG)  
 Physiotherapy Association of British Columbia (PABC)  
 Registered Nurses Association of British Columbia (RNABC)  
 Richmond Injury Prevention Network  
 Richmond Health Services  
 Safe Kids Canada  
 SAFE START  
 Safety Play Systems Inc  
 Skeena Health Unit - Child/Youth Injury Prevention Project (Phase II)  
 Smartrisk Foundation  
 SUCCESS  
 Vancouver Community College Early Childhood Education  
 Vancouver Health Region
 

- Community Care Facilities
- Prevention Division

 University of Victoria - School of Nursing

**Head Injury**

BC Brain Injury Association  
 BC Injury Prevention Centre  
 BC Medical Association (BCMA)  
 Cycling BC  
 Horse Council of British Columbia

**Occupational Safety**

BC Safety Council  
 Canadian Society of Safety Engineering  
 Farm and Ranch Safety and Health Association

**Poisoning Prevention**

BC Drug and Poison Information Centre (DPIC)  
 British Columbia Pharmacy Association  
 Canadian Standards Association  
 College of Pharmacists of British Columbia  
 Health Authorities
 

- Public Health Nursing



## **Product Safety and Standards**

Canadian Standards Association (CSA) Pacific Rim  
Health Canada - Product Safety

## **Research, Surveillance and Consulting**

BC Drug and Poison Information Centre  
British Columbia Health Research Foundation  
BC Ministry of Attorney General  
- BC Coroners Service  
BC Ministry of Health  
- Office for Injury Prevention  
BC Ministry of Municipal Affairs - Office of the Fire Commissioner  
BC Ministry of Transportation and Highways  
- Highway Safety Branch  
British Columbia Trauma Registry  
Canadian Association of Paediatric Hospital  
Canadian Hospitals Injury Reporting and Prevention Program (CHIRPP)  
Canadian Hospitals Injury Reporting and Prevention Program (CHIRPP) - BC  
Canadian Institute of Child Health  
Canadian Red Cross Society: BC-Yukon Division  
Canadian Society of Safety Engineering  
Diane Barei Consulting  
EDI Educational Design International  
Frederica Bowden  
- Specialist in Seamless Universal Access to Learning, Living and Play Spaces  
Godfrey Engineering Programmes of BC  
Insurance Corporation of British Columbia  
LaMorte and Associates  
Life Saving Society - Canada - BC/Yukon Branch  
MacInnis Engineering Associates Ltd.  
The McCreary Centre Society  
Office of the Provincial Health Officer  
Pacific Traffic Education Centre  
Rona Kinetics and Associates Ltd.  
Transport Canada  
University of British Columbia  
- Accident Research Group - Civil Engineering  
- Institute of Health Promotion Research

## **Sport Safety**

Blackcomb Ski Patrol  
BC Injury Prevention Centre  
BC Medical Association (BCMA)  
BC SCHOOL SPORTS  
Canadian Injury Prevention Foundation (Toronto, Ontario)  
Canadian Red Cross Society: BC-Yukon Division  
CycleSmart  
Cycling BC  
Life Saving Society - Canada - BC/Yukon Branch  
Mount Seymour Resorts Ltd  
Physical Education Provincial Specialist Association (PEPSA)  
Physiotherapy Association of British Columbia (PABC)  
Richmond Cycling Committee  
Richmond Injury Prevention Network  
Sport Medicine Council of British Columbia  
Smartrisk Foundation  
Whistler Sports Injury Prevention Program

## **Traffic Safety**

BC Automobile Association (BCAA)  
BC Coalition of Motorcyclists (BCCOM)  
    - Metropolitan Motorcycle Safety Association  
BC Brain Injury Association  
BC Injury Prevention Centre  
BC Medical Association (BCMA)  
BC Ministry of Attorney General - BC Coroners Service  
BC Ministry of Education  
BC Ministry of Transportation and Highways  
    - Highway Safety Branch  
BC Safety Council  
CycleSmart  
Cycling BC  
Insurance Corporation of British Columbia  
    - Impaired Driver CounterAttack Program  
    - Road Safety Program  
Keith Morgan Communications  
Kootenay Kidsafe  
Pacific Traffic Education Centre  
Police Departments/RCMP  
Registered Nurses Association of British Columbia (RNABC)  
Richmond Cycling Committee  
Safe Kids Canada  
Transport Canada  
Smartrisk Foundation  
Young Drivers of Canada (YDC)

**Water Safety**

ALT International  
Canadian Association of Professional Lifeguards  
Canadian Red Cross Society: BC/Yukon Division  
Coast Guard - Operations Group (W)  
Life Saving Society - Canada - BC/Yukon Branch

**Agencies Outside British Columbia**

Alberta Centre for Injury Control and Research  
Canadian Automobile Association  
Canadian Children's Safety Network (CSSN)  
Canadian Paediatric Society  
Canadian Standards Association  
Smartrisk Foundation

**BRITISH COLUMBIA DIRECTORY**

**UNINTENTIONAL INJURY PREVENTION PROGRAMS FOR CHILDREN AND YOUTH  
(AGES BIRTH - 24)**

**CROSS REFERENCE BY HEALTH REGION**

**East Kootenay**

BC MINISTRY OF MUNICIPAL AFFAIRS - Office of the Fire Commissioner

**West Kootenay-Boundary**

INSURANCE CORPORATION OF BRITISH COLUMBIA  
Kootenay Kidsafe

**North Okanagan**

ST. JOHN AMBULANCE

**South Okanagan Similkameen**

BC SAFETY COUNCIL  
CANADIAN RED CROSS SOCIETY  
INSURANCE CORPORATION OF BRITISH COLUMBIA  
ST. JOHN AMBULANCE

**Thompson**

BC MINISTRY OF MUNICIPAL AFFAIRS - Office of the Fire Commissioner  
INSURANCE CORPORATION OF BRITISH COLUMBIA  
ST. JOHN AMBULANCE

**Fraser Valley**

HORSE COUNCIL OF BRITISH COLUMBIA  
INSURANCE CORPORATION OF BRITISH COLUMBIA  
ST. JOHN AMBULANCE

**South Fraser Valley**

BC COALITION OF MOTORCYCLISTS (BCCOM)  
BC CRIME PREVENTION ASSOCIATION  
FARM AND RANCH SAFETY AND HEALTH ASSOCIATION  
INSURANCE CORPORATION OF BRITISH COLUMBIA  
LIFE-LINE, C.P.R., FIRST AID & SAFETY TRAINING  
ST. JOHN AMBULANCE

**CROSS REFERENCE OF HEALTH REGION  
Cont'd**

**Simon Fraser**

BC BRAIN INJURY ASSOCIATION  
Pacific Traffic Education Centre  
ST. JOHN AMBULANCE

**Coast Garibaldi**

BLACKCOMB SKI PATROL  
WHISTLER SPORTS INJURY PREVENTION PROGRAM  
ST. JOHN AMBULANCE

**Central Vancouver Island**

INSURANCE CORPORATION OF BRITISH COLUMBIA

**Upper Island/Central Coast**

ST. JOHN AMBULANCE

**Cariboo**

**North West**

THE GROWING SPACE SOCIETY  
HEALTH CANADA - Brighter Futures Program – First Nations and Inuit Health Branch  
NORTHWEST HEALTH UNIT - Injury Prevention Program

**Peace Liard**

**Northern Interior**

BC MINISTRY OF MUNICIPAL AFFAIRS - Office of the Fire Commissioner  
CANADIAN RED CROSS SOCIETY  
HEALTH CANADA - Brighter Futures Program – First Nations and Inuit Health Branch  
INSURANCE CORPORATION OF BRITISH COLUMBIA  
ST. JOHN AMBULANCE

**Vancouver**

Association of Dental Surgeons of BC  
BC ASSOCIATION OF FAMILY RESOURCE PROGRAMS  
BC CONFEDERATION OF PARENT ADVISORY COUNCILS  
BC COUNCIL FOR THE FAMILY  
BC DRUG AND POISON INFORMATION CENTRE (DPIC)  
BC Injury Research and Prevention Unit  
BC MEDICAL ASSOCIATION (BCMA)  
BC SCHOOL SPORTS

**CROSS REFERENCE BY HEALTH REGION**  
**Cont'd**

THE BRITISH COLUMBIA SCHOOL TRUSTEES ASSOCIATION  
 BC SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS  
 BC TRAUMA REGISTRY  
 BRITISH COLUMBIA INJURY PREVENTION CENTRE  
 CANADIAN HOSPITALS INJURY REPORTING AND PREVENTION PROGRAM (BC)  
 CANADIAN RED CROSS SOCIETY  
 College of Pharmacists of British Columbia (CPBC)  
 COMMUNITY HEALTH NURSES GROUP  
 CYCLING BC  
 DIRECTORATE OF AGENCIES FOR SCHOOL HEALTH (DASH)  
 EMERGENCY NURSES GROUP OF BC  
 FIRST NATIONS' EMERGENCY SERVICES SOCIETY OF BRITISH COLUMBIA  
 GODFREY ENGINEERING SERVICES LTD.  
 HEALTH CANADA - Brighter Futures Program – First Nations and Inuit Health Branch  
 HEALTH CANADA – First Nations Health Services  
 INFANT DEVELOPMENT PROGRAMS OF BC  
 INSURANCE CORPORATION OF BRITISH COLUMBIA  
 Kaiser Youth Foundation  
 PAEDIATRIC NURSES' GROUP (PNG)  
 PHYSICAL EDUCATION PROVINCIAL SPECIALIST ASSOCIATION (PEPSA)  
 PHYSIOTHERAPY ASSOCIATION OF BRITISH COLUMBIA (PABC)  
 Registered Nurses Association of BC  
 SAFE START  
 Sextant International  
 ST. JOHN AMBULANCE  
 SUCCESS  
 Transport Canada  
 UNIVERSITY OF BRITISH COLUMBIA - Accident Research Group - Civil Engineering  
 UNIVERSITY OF BRITISH COLUMBIA- Institute of Health Promotion Research  
 VANCOUVER HEALTH REGION - Community Care Facilities Licensing  
 VANCOUVER HEALTH REGION – Prevention Division  
 WESTCOAST CHILD CARE RESOURCE CENTRE  
 YOUNG DRIVERS OF CANADA (YDC)

**Burnaby**

BC AUTOMOBILE ASSOCIATION (BCAA)  
 BC HYDRO  
 BC MINISTRY OF ATTORNEY GENERAL- BC Coroners Service  
 BC SAFE SCHOOL CENTRE  
 HEALTH CANADA - Product Safety Bureau  
 INSURANCE CORPORATION OF BRITISH COLUMBIA

**CROSS REFERENCE BY HEALTH REGION  
Cont'd**

The Lifesaving Society, British Columbia & Yukon Branch  
THE McCREARY CENTRE SOCIETY  
MCDONALD'S RESTAURANTS OF CANADA LTD.  
SportMed BC  
ST. JOHN AMBULANCE

**North Shore**

AHC ABORIGINAL HEALTH ASSOCIATION OF BC  
BC SAFETY COUNCIL  
INSURANCE CORPORATION OF BRITISH COLUMBIA  
MOUNT SEYMOUR RESORTS LTD.  
NORTH SHORE HEALTH REGION – COMMUNITY HEALTH SERVICES  
NORTH SHORE HEALTH REGION – COMMUNITY CARE FACILITIES LICENSING  
RONA Kinetics and Associates Limited  
ST. JOHN AMBULANCE

**Richmond**

BRITISH COLUMBIA PHARMACY ASSOCIATION  
BC SAFETY COUNCIL  
CANADIAN SOCIETY OF SAFETY ENGINEERING  
CANADIAN STANDARDS ASSOCIATION (CSA)  
INSURANCE CORPORATION OF BRITISH COLUMBIA  
MACINNIS ENGINEERING ASSOCIATES LTD  
PREVENTION DIVISION OF THE WORKERS' COMPENSATION BOARD OF BRITISH COLUMBIA  
Richmond Citizens Cycling Committee  
Richmond Health Services  
Richmond Injury Prevention Network

**Capital**

ALT INTERNATIONAL  
BRITISH COLUMBIA AMBULANCE SERVICE (BCAS)  
BC MINISTRY FOR CHILDREN AND FAMILIES - Alcohol and Drug Services  
BC MINISTRY FOR CHILDREN AND FAMILIES – Child Protection Division  
BC MINISTRY FOR HOUSING AND ECONOMIC DEVELOPMENT - Child Care Services  
BC MINISTRY OF EDUCATION - Career and Applied Programs Unit  
BC MINISTRY OF EDUCATION - Personal Planning K to 7 & Career and Personal Planning 8 to 12  
BC MINISTRY OF FORESTS - Wildland Fire Service, Protection Branch  
BC MINISTRY OF HEALTH - Community Care Facilities Branch  
BC MINISTRY OF HEALTH – Preventive Health Services - Office for Injury Prevention

**CROSS REFERENCE BY OF HEALTH REGION  
Cont'd**

BC MINISTRY OF HEALTH – Public Health Protection  
 BC MINISTRY OF MUNICIPAL AFFAIRS - BC Public Fire & Life Safety Education Advisory Committee  
 BC MINISTRY OF MUNICIPAL AFFAIRS - Office of the Fire Commissioner  
 BC MINISTRY OF SMALL BUSINESS & TOURISM & CULTURE - Sport & Community Capital Branch  
 BC MINISTRY OF TRANSPORTATION - Highway Safety Branch  
 BC SAFETY COUNCIL  
 CANADIAN ASSOCIATION OF PROFESSIONAL LIFEGUARDS  
 CANADIAN FIREARMS SAFETY COURSE  
 CANADIAN RED CROSS SOCIETY  
 CAPITAL HEALTH RETION – INJURY CONTROL  
 COAST GUARD - Operations Group (W) – Office of Boating Safety  
 EDI EDUCATIONAL DESIGN INTERNATIONAL  
 MEDIC FIRST AID® - Paediatric Program  
 FREDERICA BOWDEN – PLAYGROUND SPECIALIST  
 HEALTH AUTHORITIES - Dental Health  
 HEALTH CANADA - Brighter Futures Program – First Nations and Inuit Health Branch  
 Integrated Risk Control (IRC), Inc.  
 LaMORTE AND ASSOCIATES  
 OFFICE OF THE PROVINCIAL HEALTH OFFICER  
 The Party Program  
 ST. JOHN AMBULANCE  
 UNIVERSITY OF VICTORIA - School Of Nursing

**ENTRY FORM**

<b>NAME OF ORGANIZATION</b>	
<b>Program</b>	



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**Purpose/mandate:** To ...

**Programs/services:** Brief outline of major programs/services

**Target Group(s):** Target group(s) of the organization

**Availability:** Structure through which the organization delivers its program(s)

**Evaluation:** Evaluation of the program(s)

**Funding:** Funding source(s)

**Future Plans:** Optional

**Address:** Address of the organization

**Contact:** Person to contact  
Tel, fax, e-mail or web-site