

INJURY FREE

NOVA SCOTIA

Annual Report
2013/2014

Table of Contents

Message from the Executive Director 3-5
IFNS Board of Directors 2013/2014 6-7
Financial Report 8

Message from the Executive Director: Highlights of 2013/14

2013/14 has provided Injury Free Nova Scotia with some exciting opportunities in our work to address preventable injury levels in our province. As with each of the previous three years, this year has enabled us to strengthen existing partnerships and has moved us forward into areas of engagement with new partnerships, - within organizations, communities, and at an individual level.

Engaging with Our Partners on Major issues of Injury

In our continued focus on the top three issues of injury, - motor vehicle collisions, falls and suicide/suicide attempts, we have engaged with the following groups to collaboratively approach the issues:

- **Road Safety Advisory Committee**

Injury Free Nova Scotia has sat as the community co-chair on this committee since 2012/13. Working on issue areas such as the Graduated Licensing Program, Impaired Driving, Speeding, Distracted driving and others identified through community stakeholder engagement, IFNS has worked with this diverse group of government and non-government partners to pursue areas of shared interest/concern.

- **Suicide Prevention Steering Committee**

Injury Free Nova Scotia is a new member of this provincial team, and is working with its partners to build an increasingly responsive way of addressing this complex issue, adhering to best practise and engaging of community experience. The focus on building community resilience to address the issue builds on the work IFNS pursues in areas of alcohol policy, as evidence is consistent on the correlation between alcohol consumption and suicide rates.

- **Suicide Prevention: Communities Addressing Suicide Together(CAST) Co-Lead role**

Working closely with CMHA, Nova Scotia Division, IFNS supports the involvement of communities in the work of suicide prevention as part of the pursuit of increased community resilience.

- **Atlantic Collaborative on Injury Prevention**

Injury Free Nova Scotia continues to be a member of the ACIP board, as Vice-President, in the 2013/14 year, and finds great value in engaging with our Atlantic partner provinces, sharing experience of issues and of working approaches to address them. We continue to utilize the research of ACIP, in work such as with the recent Policy Analysis Series, - "Graduated Driver Licensing for Passenger Vehicles in Atlantic Canada", to move our provincial work forward.

- Note: for 2013/14 our work on the issue of “falls” has been done through the addressing of issues related to alcohol and within the suicide prevention work.

Continuation of the Culture of Alcohol Issue: A core injury issue

We continue our work, individually and in partnership with diverse stakeholder groups, to reconcile the very real role that heavy alcohol consumption has on injury levels in Nova Scotia, and more broadly, on the overall health of Nova Scotians. We engage on the issue of “the ***culture of alcohol***” on many fronts. Within the issue of alcohol we have pursued work that focuses on the Tier 1 approaches, consistent with the messaging of our provincial Medical Officer of Health. Our focus for purposeful change is:

- Pricing – volumetric pricing that accords a higher per drink price for higher concentration of alcohol (BAC)
- Access – calling for a moratorium on any additional outlets for distribution until the government has completed a cost-benefit analysis outlining the harm costs linked with increased distribution.
- Advertising – calling for no alcohol advertising where children and youth play
- Monopoly – calling for the preservation of the government monopoly, NSLC, but for the addition of an informed and ongoing health voice at the NSLC board table.

Within the 2013/14 fiscal year our related involvement has included:

- Supporting the Municipal Alcohol Policy work in community sessions held in Truro and Sydney in 2013/14
- Supporting the work initiated through previous sessions in Bridgewater, Antigonish and Wolfville, and engaging the Union of Nova Scotia Municipalities.
- Pursuing the Municipal Alcohol Policy work to engage community dialogue in the Halifax Regional Municipality
- Continued promotion of the No Magic Goat project resources, within Nova Scotia, as well as responding to national and international requests (Ontario, Florida, New Zealand)
- Initiating research on parental attitudes to youth drinking to carry on learnings from previous No Magic Goat-related work.
- Speaking to media, as approached, on issues of binge drinking (drinking games, powdered alcohol), impaired driving, NSLC Monopoly, increased access (u-brew, Growler) and pricing.
- Initiating contact with government partners to support the development of an alcohol strategy that manages alcohol harms through the pricing, access and advertising mechanisms.

Helping Raise Capacity system-wide

Project Management: Health Promotion Event 2014

We see our role as positive change agents in addressing this issue to include both raising community dialogue and building the capacity of our diverse health promotion partners to address the issue within their respective roles. For the third consecutive year IFNS has been engaged as host of a provincial health promotion event. The two-day event in 2013/14 was "Mobilizing our Communities" and engaged approximately 150 health promoters province-wide on issues of community mobilization, including the keynote speaker, Michele Simon, talking on her work as a public health lawyer.

This session, engaged us with understanding of corporate tactics affecting the work that we do in such areas as alcohol, tobacco, food/obesity work, and provided strategies and approaches to do the work to better effect.

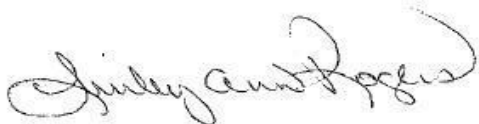
Project Management: Cape Breton Road Safety Youth Camp
IFNS agreed to a request by the Department of Transportation and Infrastructure renewal to coordinate the planning of a youth camp in Cape Breton, from May 14-16, in support of the Road Safety Youth Committee.

Project Management: Annapolis Valley CAST: Suicide Prevention Conference
Since fall 2013 we have partnered to plan the September 29th Suicide Prevention Conference in Berwick. IFNS will co-facilitate a session at the conference on "Why do we talk about alcohol when we talk suicide prevention?"

Communications

We continue our aim of being a nimble and responsive organization, able to mobilize energy to engage with issues in a timely fashion. As part of this, we continue to enhance our newer (2012) website www.ifns.ca, and the use of our twitter account, **injuryfreens**.

In closing, it continues to be a pleasure working in partnership with the health promotion community, and in support of the vision of this skilled board.



Executive Director

Injury Free Nova Scotia Board for 2013/14

Injury Free Nova Scotia is led by a small group of skilled volunteers.

Board Executive

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Dr. Natalie Yanchar, Pediatric General Surgeon, IWK

Vice-President

Dan Steeves, Community Outreach Worker, Addiction Prevention & Treatment Services, Capital Health

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Katie Mallam - Policy Advisor, Doctors Nova Scotia

Lynne Fenerty, Research Manager, Neuro-Trauma & Injury Prevention Programs, Division of Neurosurgery, Capital Health

Jenna Hopson, Social Marketing Coordinator - Alcohol Strategy, Addiction Services, South Shore District Health Authority, South West District Health Authority, Annapolis Valley District Health Authority

Beth Currie, Health Promotion Specialist - Addiction Services, Health Promotion & Prevention Department, Cape Breton District Health Authority.

Dr. Richard Gould, Medical Officer of Health, Capital Health

IFNS Financials for 2013/2014: See Appendix A (PDF)