



Introduction

With the increasing recognition of injury as a major health problem throughout the western world, programs and organizations devoted to injury prevention have proliferated. Since its inception in 1994, the Ontario Injury Prevention Resource Centre has been at the forefront of the injury prevention field and has worked closely with the Ontario Ministry of Health and the communities of Ontario to address the injury problem in the province.

In 1992, the Ontario Public Health Association published a report of priority injury problems in Ontario (*Priority Themes for Injury Prevention in Ontario*, March 1992). The follow-up report (*Priority Themes for Injury Prevention in Ontario*, March 1998) indicated that, while there had been progress in some of the areas, the major injury causes still accounted for significant morbidity and mortality.

Many injury prevention initiatives owe their existence to start-up funding from government and corporate sources in Ontario. As the number of people, programs and information grows, there is a need to document the current state-of-the-art.

To this end, *World Wide Resources: Injury Prevention Programs and Materials From Canadian & International Agencies* contains information about available Internet sites and an array of programs as reflected in the OIPRC database. These resources are relevant to prevention in these priority areas:

- cyclist injury
- drinking and driving
- falls
- motor vehicle crash injury
- suicide
- promotion of seat restraint use.

World Wide Resources represents a first attempt to present this information. This document will evolve as additional programs are identified and added, or as injury prevention priorities change. To this end, a submission form at the back of the document can be used to forward relevant information, including changes, corrections and additions. In addition, an evaluation form is also provided so that the future contents and look of this document will be guided by users.



Locating Information on the Internet

Why the Internet?

The Internet is one of the world's largest sources of publicly available information. Over the past decade, information on injury prevention available on the net has grown dramatically.

Internet sources of information have both advantages and disadvantages. On the plus side, information can be posted to web sites quickly and easily. For example, the results of a program evaluation which might take more than a year to be published can be posted to a web site in much less time. Reports from the other side of the world can be accessed and downloaded immediately at minimal cost. In addition, web sites on a particular topic often provide links to other useful information.

However, the Internet is a "free-for-all" which means that almost anyone anywhere can post information. There is no "peer review" and no requirements for ensuring that information is kept up-to-date. The book *Good Health Online: A Wellness Guide for Every Canadian* (Carroll & Broadhead, 1997) provides tips for critically appraising web sites. In general, sites from governments, universities, research centres and established organizations will give you the most reliable information on injury prevention.

Search Engines

Web search engines are a popular and powerful means for locating information on the Internet. Each search engine keeps a list or catalogue of all the Web pages that it knows about. Catalogues are built in one of three ways: actively; passively; or through a meta-search.

An active search engine uses a program called a spider that travels around the Internet, locates Web pages, and adds entries to the catalogue. Spiders may run all the time or on weekly or monthly intervals. The main benefit of searching with an active search engine is that it has a very large catalogue and will generate a lot of "hits." The main drawback is that wading through all the hits can be quite time-consuming. However, it is important to note that the most relevant web sites will be those that appear at the top of the search results. One of the most comprehensive active search engines is *altavista.digital.com*. It also has an all-Canadian version: *altavista.ca*.

A passive search engine learns about new Web pages only when people register their Web pages. Often, passive search engines are classified by topic. For example, there might be a general topic "health" with various sub-topics like "children's health" or "medication." These are useful in doing narrow searches. The main drawback is that information may not always be classified in ways that would be meaningful to the user. One passive search engine is *www.yahoo.com*. Like AltaVista, it also has an all-Canadian version: *www.yahoo.ca*.

Meta-search engines, the third kind, do not catalogue any Web pages themselves but forward the user's query on to other search engines that do the actual work. These are then presented by the meta-search engine in a consistent format like *metacrawler.cs.washington.edu* which provides the first ten hits from a selection of six search engines or *www.isleuth.com* which provides an aggregate list of "hits" from up to six search engines.

Conducting Searches

Before using a search engine, it is important to become familiar with the particulars of setting up a query. This information can be obtained through the HELP, OPTIONS or MORE ABOUT icon which appears on the search engine web page. Almost all search engines have an advanced query option which allows the user to conduct very focused searches.

The table below shows the results of three simple searches conducted in AltaVista. Very different results were obtained with changes to the specifications of the search. With AltaVista, a + symbol before a word will locate only web pages with that word. A - symbol before a word will exclude all web pages containing that word. Quotations are used to indicate a phrase and only web pages with that phrase will be identified.

When first starting to familiarize yourself with Internet searching, it is necessary to set aside a few hours to experiment with different search engines and query formats. Your choice of key words will be critical. It might be useful to prepare a list of these before you begin your search.

While there are a number of books on the Internet, two that might be particularly useful are:

- Barrett, D.J. (1997). *NetResearch: Finding Information Online*. Sebastopol, CA: Songline Studios, Inc. & O'Reilly & Associates, Inc.
- Carroll, J. & Broadhead, R. (1997). *Good Health Online: A Wellness Guide for Every Canadian*. Scarborough, ON: Prentice Hall Canada.

Results of Three Simple Searches Conducted in AltaVista

Submitting the query:	cyclist +injury ∇	+cyclist +injury ∇	"cyclist injury" ∇
means that the web pages located will:	contain the word injury and a word like cyclist ∇	contain both the words cyclist and injury ∇	contain the phrase cyclist injury ∇
# of hits: <i>altavista.digital.com</i>	563,575 ∇	2,253 ∇	16 ∇
# of hits: <i>altavista.ca</i>	66,289	346	9



Internet Sites for the Injury Prevention Practitioner

ADDICTIONS

- Addiction Research Foundation
- Canadian Centre on Substance Abuse
- Substance Abuse Network of Ontario

www.arf.org/
www.ccsa.ca/
sano.arf.org

CHILD & YOUTH

- American Academy of Pediatrics - TIPP: The Injury Prevention Program
- Canadian Council on Social Development
- Canadian Institute of Child Health
- Canadian Pediatric Society - Position Statements on Injury Prevention
- Canadian Tire Child Protection Foundation
- Center for Injury Prevention (US)
- Child & Family Canada
- Children's Safety Network (CSN) National Injury & Violence Prevention Resource Centre (US)
- *Future of Children* (journal), The Center for the Future of Children, The David & Lucille Packard Foundation (US)
- Greater Dallas Injury Prevention Program
- Hospital for Sick Children, The
- IM-Pact: Injuries Manitoba - Prevention of Adolescent & Childhood Trauma
- National Program for Playground Safety, University of Northern Iowa
- National SAFE KIDS Campaign, Washington, DC
- Safe@Home, Childproofers, Inc.
- SMARTRISK Foundation
- Think First Foundation, The American Association of Neurological Surgeons & the Congress of Neurological Surgeons
- Voices for Children (Canadian coalition)
- War Amps of Canada, The

www.aap.org/family/tippmain.htm

www.ccsd.ca/
www.cich.ca/index.htm
www.cps.ca/english/statements/AP/
www.canadiantire.ca/CTenglish/ctcpf.html
www.bucklebear.com
www.cfc-efc.ca/
www.edu.org/HHD/csn/index.html

www.futureofchildren.org

www.childrens.com/GPIPC.htm
www.sickkids.on.ca/
www.im-pact.mb.ca

www.uni.edu/playground/
www.safekids.org/home.html
www.safebaby.net
www.smartrisk.ca/
www.thinkfirst.org/

www.voices4children.org/
www.waramps.ca/

COMMUNITY ACTION

- Active Living in Canada

www.activeliving.ca/activeliving/alc/canada.html

- North Bay Safe Community Project
- Ontario Healthy Communities Coalition
- Safe Communities Foundation
- WHO Healthy Cities Project

www.city.north-bay.on.ca/nbscp/nbscp.htm
www.opc.on.ca/ohcc/index.Html#content
www.safecommunities.ca/
www.who.dk/tech/hcp/index.htm

COMMUNITY SERVICES & RESOURCES

- Association of Ontario Health Centres
- Canadian Red Cross
- Canadian Standards Association
- CPInet (community-managed interactive network)
- Health Promotion Online, Health Canada
- Ontario Physical & Health Education Association
- Ontario Prevention Clearinghouse
- Ontario Provincial Police (OPP)
- St. John Ambulance Canada
- Web Networks "Community", Canada's Online Home for Social Change

www.aohc.org/
www.redcross.ca/newbanner/Java.htm
www.csa.ca/home/index.html
www.cpinet.org/
www.hc-sc.gc.ca/hppb/hpo
www.ophea.org/
www.opc.on.ca/idxeng.html
www.gov.on.ca/opp/
www.sja.ca
community.web.net

CONSUMER HEALTH SITES

- healthfinder, a gateway consumer health and human services information web site from the US Government
- Sympatico: Healthyway, online health and medical information (Canada)

www.healthfinder.gov/
healthyway.sympatico.ca/

EPIDEMIOLOGY/DATA

- Canadian Hospitals Injury Reporting and Prevention Programs (CHIRRP), Health Canada
- Canadian Institute for Health Information, Ontario Trauma Registry Reports
- Child Injury Division, Health Canada
- EPI INFO, Center for Disease Control (US)
- E.R. Watch, searchable database from the US Consumer Product Safety Commission

www.hc-sc.gc.ca/main/lcdc/web/publicat/chirpp/welcome.html
www.cihi.ca/wedo/otr.htm
www.hc-sc.gc.ca/hpb/lcdc/brch/injury.html
www.cdc.gov/epo/epi/epiinfo.htm
www.erwatch.com

INJURY PREVENTION & CONTROL

- Center for Rural Emergency Medicine, West Virginia University
- Harborview Injury Prevention and Research Center, University of Washington
- Harvard Injury Control Research Center, Boston (list of books and journal articles)
- Injury Control Resource Information Network, Allegheny University of Health Sciences and the Center for Violence & Injury Control
- *Injury Prevention*, home page for journal
- Injury Prevention Centre, Edmonton, AB
- Injury Prevention Internet Library, Center for the Advanced Study of Public Safety & Injury Prevention, University of Albany
- Injury Prevention Program, Burn and Shock Trauma Institute, Loyola University Medical Center (Chicago)

www.hsc.wvu.edu/crem/ncrem2.htm
weber.u.washington.edu/~hiprc/
hsphsun2.harvard.edu/Organizations/hcra/hicc.html
www.injurycontrol.com/icrin/#index
www.bmjpg.com/data/jipb.htm
www.health-in-action.org/IPC/
www.albany.edu/sph/injr_013.html
www.meddean.luc.edu/lumen/DeptWebs/brnshock/preventi.htm

- Injury Prevention Research Center (IPRC), University of North Carolina
- Injury Prevention Research Centre, University of Auckland, New Zealand
- Johns Hopkins Center for Injury Research & Policy, The
- Kentucky Injury Prevention and Research Center (partnership between Kentucky Dept. Of Public Health & University of Kentucky Chandler Medical Center)
- National Center for Injury Prevention and Control (US)
- National Injury Surveillance Unit, Australian Institute of Health & Welfare (contains *Australian Injury Prevention Bulletin*)
- Rick Hansen Institute
- TRAUMA.ORG, repository of information relating to the field of trauma care for medical practitioners and researchers
- University of Texas Health Science Center at San Antonio's Trauma Home Page

www.sph.unc.edu/iprc/index.htm

www.auckland.ac.nz/ipc/index.htm

www.sph.jhu.edu/Research/Centers/CIRP
www.kiprc.uky.edu

www.cdc.gov/ncipc/ncipchm.htm
www.nisu.flinders.edu.au/navpage.html
www.rickhansen.ubc.ca/info/index2.html

www.trauma.org/

rmstewart.uthscsa.edu/

OCCUPATIONAL HEALTH & SAFETY

- Canadian Centre for Occupational Health and Safety
- Industrial Accident Prevention Association (IAPA)
- Workers Health & Safety Centre (Ontario)

www.ccohs.ca/

www.iapa.on.ca/

www.whsc.on.ca/

ORGANIZATIONS, ASSOCIATIONS & FOUNDATIONS

- Ontario Brain Injury Association
- Ontario Safety League
- Parkinson Foundation of Canada

www.obia.on.ca/

www.osl.org

www.parkinson.ca/

RURAL RESOURCES

- Atlantic Canada Farm Safety Web Site
- Canadian Agricultural Safety Program (CASP)
- Canadian Federation of Agriculture
- National Farm Medicine Center, Marshfield Medical Research Foundation (US)

www.virtuo.com/farmsafety

www.agr.ca/policy/adapt/casp.html

www.cfa-fca.ca/fsafety/

www.marshmed.org/nfmc/

SENIORS & AGING

- Caregiver Network Inc. (Toronto)
- Centre for Studies in Aging, Sunnybrook Health Science Centre, University of Toronto (links to The Falls and Mobility Network)
- Centre on Aging, University of Victoria
- Division of Aging & Seniors, Health Canada
- Health in Action (health promotion and injury prevention information in Alberta)
- Understanding the Regional Geriatric Programs in Ontario, prepared by The Network of Ontario Regional Geriatric Programs

www.caregiver.on.ca

www.sunnybrook.utoronto.ca:8080/~csia/

www.coag.uvic.ca

www.hc-sc.gc.ca/seniors-aines/

www.health-in-action.org/

meds-ss10meds.queensu.ca/medicine/geriatrics/rgpdoc2.html#RGPTop

SPORTS & RECREATION

- Australian Sports Injury Prevention Taskforce
- Bicycle Helmet Safety Institute, helmet advocacy program of the Washington Area Bicyclist Association
- Canadian Lifeguarding: Sites of Interest

- Lifesaving Society
- Ontario Cycling Association
- Ontario Sports & Recreation Centre Inc.

www.ausport.gov.au/aussips.html
www.bhsi.org/

www.consecol.org/~cmh/lifeguard/index.shtml
www.lifesaving.ca
www.ontariocycling.org
www.onsport.org/

SUICIDE & VIOLENCE

- Physicians for Social Responsibility, Los Angeles, CA
- Suicide Information and Education Centre, Calgary, AB

www.labridge.com/PRS/
www.siec.ca/

TRANSPORTATION ISSUES

- Bacchus Canada
- Canada Safety Council
- Dr. Driving Says . . . Advice on Road Rage and Hassle-free Driving from a Traffic Psychologist
- MADD Canada (Mothers Against Drunk Driving)
- National Highway Traffic Safety Administration (US)
- Transport Canada Information Service

www.bacchus.ca/
www.safety-council.org/
www.aloha.net/%7Edyc

www.madd.ca
www.nhtsa.dot.gov/toc.html
www.tc.gc.ca



The Programs Database

The OIPRC (Ontario Injury Prevention Resource Centre) Programs Database was designed as a way to systematically collect information on injury prevention programs. The programs in the database range from single programs used in one location to multi-program strategies implemented by national organizations or by governments.

For each entry, the following are identified:

- name of the resource/program/organization
- contact information
- program type:
 - **Education/Awareness** (i.e., education, counselling, advertising, training, role-playing)
 - **Policy** (i.e., legislative action, regulations, enforcement of existing laws)
 - **Technical** (i.e., engineering and technology solutions that protect or limit exposure to risk)
- program location
- target age group:
 - Child, Adolescent, Adult
 - 5-15, 16-24, 65+, All ages
- source of funding
- a brief description of the program
- start and end dates
- whether an evaluation has been undertaken
- evaluation results
- effectiveness rating (abbreviated as Eff. Rating), which is based on the Needs/Impact-Based Planning Model Criteria developed by the Ontario Ministry of Health:
 - May work
 - Works
 - Works well.

See the sample below.

Sample Entry

● **Program Name** (Priority themes addressed)

Contact information

Program Type
 Program Location
 Target Age Group
 Source of Funding
 Evaluated Yes/No
 Start Date
 Description
 Evaluation

Eff. Rating
 End Date

In the sections that follow, the programs are presented in alphabetical order under each of the following priority themes:

- prevention of cyclist injury
- prevention of drinking and driving
- prevention of falls
- prevention of motor vehicle crash injury
- prevention of suicide
- promotion of seat restraint use

In addition, those programs that have been previously described in the OIPRC publications *Profile of Community Projects, 1995-96* (July 1996) and *Best Practice Programs for Injury Prevention* (September 1996) are noted.

An index which lists program names and organizations is provided at the end of the program descriptions to aid users in locating specific information.

Prevention of cyclist injury

● 1995 Cycling Ambassador Program* (Cyclist)

Barbara Wentworth	Program Type	Education/Awareness
Toronto City Cycling Committee	Program Location	Toronto, Ontario
20th Floor, East Tower, City Hall	Target Age Group	Children, Adolescent, Adult, 5-50
Toronto ON, M5H 2N2	Source of Funding	Ontario Ministry of Health (EHS)
	Evaluated Yes/No	No
Phone 416-392-1142	Start Date	05/95
Fax 416-392-0071	Description	6 cycling ambassadors trained; participated in 15 community events; taught CANBIKE.
	Evaluation	"Community outreach components of program was successful."

*Described in *Profile of Community Projects, 1995-96*.

● Ambassadors Program (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation	Program Type	Education/Awareness, Technical
658 Danforth Ave., Suite 301	Program Location	Canada
Toronto ON, M4J 5B9	Target Age Group	Adolescent
	Source of Funding	Corporate sponsors + the Snowbirds donate time
Phone 416-463-9878	Evaluated Yes/No	No
Fax 416-463-0137	Start Date	1992
Email choose@smartrisk.ca	Description	The Snowbirds, Canada's aerobatic flying team, speak to students about managing risk as ambassadors of the SMARTRISK Foundation.
Website www.smartrisk.ca	Evaluation	None reported.

● Bicycle Helmet Promotion Campaign (Cyclist)

Morris, B.A., Trimble, N.E., Fendley, S.J.	Program Type	
University of Toronto	Program Location	Toronto, Ontario
Department of Family & Community Medicine	Target Age Group	Child, Adolescent
Toronto ON	Source of Funding	
	Evaluated Yes/No	Yes
	Start Date	1990
	Description	Wide-scale, long-term (2 yrs) community promotional effort; print, radio, tv ads; posters, pamphlets, bike rides, a play.
	Evaluation	Helmet use observed in 851 cyclists (536 e.s.); helmet use increased (5.4% in 1990 to 15.4% in 1991); elementary school students inc. most; girls twice as likely to wear helmet.

● **Bicycle Helmet Safety Education Program*** (Cyclist)

Nancy Paling, Coordinator	Program Type Education/Awareness
Kent County Injury Prevention Project	Program Location Chatham, Ontario
St. Joseph's Hospital	Target Age Group Child, 5-15
519 King Street W.	Source of Funding Ontario Ministry of Health (EHS)
Chatham ON, N7M 1G8	Evaluated Yes/No No
	Eff. Rating May work
Phone 519-352-2500, ext. 361	Start Date 1995
Fax 519-352-5161	End Date 1996
	Description Audio and visual materials designed to target Gr. K-3; 4-6; 7-8, presenting bicycle injury facts; student discussion.
	Evaluation Anecdotal - support from Boards of Education; requests for programs for the next year.

*Described in *Profile of Community Projects, 1995-96.*

● **Bicycle Injury Prevention Project*** (Cyclist)

Glenda Hicks, Trauma Coordinator	Program Type Education/Awareness
Sudbury General Hospital	Program Location Sudbury, Ontario
700 Paris St.	Target Age Group Child, Adolescent
Sudbury ON, P3E 3B5	Source of Funding Ontario Ministry of Health (EHS)
	Evaluated Yes/No No
Phone 705-675-4764	Eff. Rating May work
Fax 705-675-4717	Start Date 1995
	End Date 1996
	Description Bicycle safety video; Bicycle festival; Bike safety presentation; resource material; media.
	Evaluation Positive feedback received regarding bicycle video.

*Described in *Profile of Community Projects, 1995-96.*

● **Bicycle Safety*** (Cyclist)

Rose Anne Maracle-Ringuette	Program Type Education/Awareness
Haldimand-Norfolk Regional Health Dept.	Program Location Haldimand-Norfolk, Regional Municipality, Ontario
P.O. Box 128	Target Age Group Child, Adolescent
Cayuga ON, N0A 1E0	Source of Funding Ontario Ministry of Health (EHS)
	Evaluated Yes/No No
Phone 905-772-3313	Eff. Rating May work
Fax 905-772-3062	Start Date 1995
	End Date 06/95
	Description Pre-/Post-helmet use survey; advertising of bike rodeos; poster and song contest.
	Evaluation Post-survey never completed; pre-survey showed need to increase helmet use; rodeos well-attended; great response to contests.

*Described in *Profile of Community Projects, 1995-96.*

● **BikeRight Bicycle Safety Camp*** (Cyclist)

Valerie Stenzl, Injury Prevention Officer	Program Type Education/Awareness
Kingston, Frontenac and Lennox & Addington Health Unit	Program Location Kingston area, Ontario
221 Portsmouth Ave.	Target Age Group Child
Kingston ON, K7M 1V5	Source of Funding Ontario Ministry of Health (EHS)
	Evaluated Yes/No No
Phone 613-549-1232	Eff. Rating May work
Fax 613-549-7896	Start Date 07/95
	End Date annual
	Description Five week-long camps ran in July and August; children took part in Kids CAN-BIKE; group rides; bike safety crafts, etc.
	Evaluation Process evaluation indicated camps positively received; formal evaluation planned for 1996.

*Described in *Profile of Community Projects, 1995-96.*

● **CAN-BIKE - Canadian Cycling Association** (Cyclist)

CAN-BIKE phone line	Program Type	
Phone 416-426-7242, ext. 2, press 3	Program Location	Canada, various locations
	Target Age Group	All ages
	Source of Funding	
	Evaluated Yes/No	No
	Start Date	Eff. Rating May work unknown End Date ongoing
	Description	Courses for both youth and adults on improving cycling skills and confidence.
	Evaluation	No evaluation mentioned; Australian studies show improvements in cycling injury statistics with safe cycling programs.

● **Canadian Children's Safety Network** (MVC, Falls, Seatbelt, Cyclist, Other - Childhood Injury)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type	Education/Awareness, Technical
Phone 416-463-9878	Program Location	Canada
Fax 416-463-0137	Target Age Group	Child
Email ccsn@smartrisk.ca	Source of Funding	Child Development Initiative of Health Canada
Website www.smartrisk.ca	Evaluated Yes/No	No
	Start Date	Eff. Rating May work 1992 End Date ongoing (97)
	Description	CCSN ONLIN links numerous groups and individuals across Canada who are working on childhood injury issues.
	Evaluation	None reported.

● **CHAT (Community & Hospital Against Trauma)*** (MVC, Alcohol, Seatbelt, Cyclist)

Fiona White, CHAT Coordinator Council on Trauma Prevention, Central West Hamilton General Hospital East Wing, 237 Barton St. E., Rm 345, 4th Floor Hamilton ON, L8L 2X2	Program Type	Education/Awareness
Phone 905-528-7149	Program Location	Central West, Ontario
Fax 905-525-4994	Target Age Group	Adolescent
	Source of Funding	Ontario Ministry of Health (EHS); corporate sponsors; hospital donation of services
	Evaluated Yes/No	No
	Start Date	Eff. Rating May work 1993 End Date ongoing
	Description	CHAT is a community-sponsored program designed to encourage persons to identify risk-taking behaviours and to make informed choices.
	Evaluation	Funding for evaluation did not come through - process evaluation only - community commitment has increased.

*Described in *Profile of Community Projects, 1995-96*.

● **Community Bicycle Helmet Campaign** (Cyclist)

Rouzier, P. & Alto, W.A. St. Mary's Family Practice Grand Junction, CO, 81501 USA	Program Type	Education/Awareness
	Program Location	Colorado, USA
	Target Age Group	All ages
	Source of Funding	Community donations + local retailer willing to sell at cost in order to promote helmet use
	Evaluated Yes/No	Yes
	Start Date	Eff. Rating Works 1992 End Date 1994
	Description	Campaign that combines affordable helmets with appropriate education; local retailer willing to sacrifice profits to promote helmet sales and use.
	Evaluation	23 locations observed over 3 years; cycle helmet use increased from 9.9% to 20.9% to 37.1%; increase in all age groups.

● **Community Injury Prevention Video - "It Could Have Been Worse"*** (MVC, Alcohol, Seatbelt, Cyclist, Other)

Peterborough County-City Health Unit 10 Hospital Dr. Peterborough ON, K9J 8M1	Program Type Education/Awareness Program Location Peterborough, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); financial support and in-kind donations from area businesses, individuals and service clubs
Phone 705-743-1000 Fax 705-743-2897	Evaluated Yes/No No Start Date 1995 End Date 1996 Description Young adults throughout the province developed and marketed video re: decision-making skills for MV occupants.
	Evaluation Process outcomes - 82 videos distributed for education and promotion through Driver's Ed courses.

*Described in *Profile of Community Projects, 1995-96.*

● **Cost-effective Analysis of Bicycle Helmet Subsidies** (Cyclist, Other)

Thompson, R.S., Thompson, D.C., Rivara, F.P. Department of Preventive Care Group Health Cooperative, Puget Sound Seattle WA, 98101-14 USA	Program Type Policy Program Location Seattle, Washington USA Target Age Group Child, 5-15 Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1993 Description Helmet subsidization to achieve helmet costs of \$14 to \$20 per helmet.
	Evaluation Subsidies of \$5-\$10 increases helmet uses to 40%-50% and prevents 564 to 840 head injuries in 100,000 population.

● **Cycle Helmet Ordinances - <16 years** (Cyclist, Other)

Caplow, M.P., Runyan, C.W. Injury Prevention Research Center University of North Carolina Chapel Hill NC, 27599-7505 USA	Program Type Policy Program Location Chapel Hill, North Carolina USA Target Age Group Child, 5-15 Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1994 Description Study of self-reported helmet use before and after bicycle ordinance in an academic community.
	Evaluation Helmet use increased from 79% to 86% in families with rules before law; 7% to 60% in families without rules.

● **Cycling Education*** (Cyclist, Other)

Linda Dayler, Community Program Developer	Program Type Education/Awareness
Council on Trauma Prevention, Central West	Program Location Hamilton-Wentworth, Ontario
Hamilton-General Hospital	Target Age Group Child, Adolescent
Rm 435 4 th Floor East Wing,	Source of Funding Ontario Ministry of Health (EHS)
237 Barton St. E.	Evaluated Yes/No No
Hamilton ON, L8L 2X2	Eff. Rating May work
Phone 905-528-8300	Start Date 1995 End Date 1996
Fax 905-525-4994	Description Teaching "Cyclemania"; teaching CAN-BIKE for Kids; Promoting Cyclemania; surveying parents.
	Evaluation Cyclemania reached 1500 children; Kids CAN-BIKE reached 50 children; program becoming well-known; increased awareness.

*Described in *Profile of Community Projects, 1995-96.*

● **Cycling Injury Prevention Program*** (Cyclist)

Jean-Guy Belzile, Director	Program Type Education/Awareness
Ambulance Department	Program Location Kirkland Lake, Ontario
Kirkland Lake & District Hospital	Target Age Group Child, Adolescent
145 Government Rd. E	Source of Funding Ontario Ministry of Health (EHS)
Kirkland Lake ON, P2N 1R2	Evaluated Yes/No No
Phone 705-568-2220	Eff. Rating May work
Fax 705-568-8846	Start Date 1995 End Date 1996
	Description Cycle helmet give-away in a cycling injury prevention contest; schools received educational materials; pamphlets in English and French.
	Evaluation Materials were well-received; will be kept in school libraries for future use.

*Described in *Profile of Community Projects, 1995-96.*

● **Family Physician Promotion of Cycle Helmet Use*** (Cyclist)

Labrecque, M., Dostaler, L.P.	Program Type Education/Awareness
Université Laval, Département de	Program Location Toronto, Ontario
médecin familiale	Target Age Group All ages
Quebec PQ	Source of Funding
	Evaluated Yes/No Yes
	Eff. Rating Works
	Start Date unknown End Date 1994
	Description Physician handed out and explained CMA pamphlet on bicycle helmets; included helmet discount coupon.
	Evaluation Significantly more non-helmeted cyclists purchased helmets after physician intervention.

● **Gearing Everyone to Act Healthy Each & Every Day - G.E.T. A.H.E.A.D.*** (Falls, Seatbelt, Cyclist, Other - risky situations in play and life - children)

Tamiza Chaagen	Program Type Education/Awareness
Bloorview Macmillan Centre	Program Location Toronto, Ontario
350 Ramsey Rd.	Target Age Group Child
Toronto ON, M4G 1R8	Source of Funding Ontario Ministry of Health (EHS); difficult to maintain ongoing funding from other sources
Phone 416-425-6220	Evaluated Yes/No No
Fax 416-425-6557	Eff. Rating May work
	Start Date 1995 End Date ongoing?
	Description Presentations to schools re: safer, healthier choices for children.
	Evaluation 18 schools completed in first years (500 students); positive feedback from children, teachers, parents.

*Described in *Profile of Community Projects, 1995-96.*

● **Helmet & Protection of the Side of the Head** (Cyclist)

School of Metallurgy & Materials University of Birmingham, U.K.	Program Type Technical	
	Program Location	Birmingham, UK
	Target Age Group	All ages
Article in: <i>Accid Anal Prev</i> , 28(4): 525-535, July 1996.	Source of Funding	No notes on funding source for research
	Evaluated Yes/No	Yes Eff. Rating Works well
	Start Date	unknown End Date 1996
	Description	Impact research on helmet design and materials for protection from side impact in cyclist crashes.
	Evaluation	Polypropylene foam used in soft shell helmets is better than polystyrene foam.

● **Helmet Use/Helmet Legislation/Safety Education** (Cyclist)

Macknin, M.L., Medendorp, S.V. Cleveland Clinic Foundation, Dept of Pediatrics & Adolescent Medicine Cleveland OH USA	Program Type Education/Awareness, Policy	
	Program Location	Cleveland, Ohio USA
	Target Age Group	Child
	Source of Funding	
	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	unknown End Date 1994
	Description	Comparison of helmet use in communities with legislation, no legislation and legislation+education.
	Evaluation	Legislation+education communities had significantly greater helmet use when compared with other two communities.

● **HEROES** (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness	
	Program Location	Canada (started in Alberta)
	Target Age Group	Adolescent
	Source of Funding	Several corporate sponsors - Royal Insurance, General Motors of Canada, Bell Canada, Canadian Pacific, Canadian Red Cross
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Evaluated Yes/No	No Eff. Rating May work
	Start Date	1992 End Date ongoing (97)
	Description	Audio-visual show to introduce teenagers to smart risk behaviour: buckle up; drive sober; look first; wear the gear; get trained.
	Evaluation	450,000 teens experienced the program between 1992 and 1996.

● **IMPACT (Impaired Minds Produced by Alcohol Cause Trauma)** (MVC, Alcohol, Seatbelt, Cyclist)

Nancy Paling Kent County Injury Project St. Joseph Hospital 519 King St. West Chatham ON, N7M 1G8	Program Type Education/Awareness Program Location Chatham & Kent County, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); in-kind donation of resources by hospitals
Phone 519-352-2500 Fax 519-352-5161	Evaluated Yes/No No Start Date 1995 End Date ongoing Description 3-Phase presentation to Grade 11 (Eng & Fr) students: education - emergency dept trauma simulation and personal story - discussion of issue with social worker. Evaluation Written evaluations by students were very positive and suggested expanding program to other grades and to parents.

● **Injury Prevention News** (MVC, Falls, Suicide, Alcohol, Seatbelt, Cyclist)

Bev Woods, Manager Ontario Injury Prevention Resource Centre c/o OPHA 468 Queen St. E, Suite 202 Toronto ON, M5A 1T7	Program Type Education/Awareness Program Location Ontario Target Age Group All ages Source of Funding Funding through Ontario Ministry of Health (EHS)
Phone 416-367-3313 / 1-800-267-681 ext 25 Fax 416-367-2844 Email injury@web.net Website www.ophi.on.ca/ophi/	Evaluated Yes/No No Start Date 1994 End Date ongoing Description Newsletter of the Ontario Injury Prevention Resource Centre. Evaluation Distribute current information on injury programming in Ontario.

● **London Bicycle Helmet Coalition*** (Cyclist)

Trauma Services London Health Sciences Centre 375 South St. London ON, N6A 4G5	Program Type Education/Awareness, Policy Program Location London, Ontario Target Age Group Child Source of Funding Ontario Ministry of Health (EHS)
Phone 519-667-6795 Fax 519-667-6518	Evaluated Yes/No No Start Date 1995 End Date 1996 Description A comprehensive, user-friendly educational kit - lesson plays, videotapes, classroom activities, poster, audio cassettes. Evaluation Ecological evaluation only - materials reviewed for suitability by educator/consultant.

*Described in *Profile of Community Projects, 1995-96*.

● **Mandatory Helmet Purchase With New Children's Bicycles** (Cyclist)

Dannenberg, A.L., Vernick, J.S. Johns Hopkins University School of Hygiene & Public Health Injury Prevention Centre Baltimore MD, 21205 USA	Program Type Policy Program Location Baltimore, Maryland USA Target Age Group Child Source of Funding Evaluated Yes/No No Start Date unknown End Date 1993 Description Proposal for potential implementation by federal or state legislation, Consumer Product Safety Commission regulations or voluntary adoption by bike manufacturers. Suggests that increased ownership coupled with education/promotion/legislation is the most practical and cost-effective public health strategy.
	Evaluation

● **MORE HEALTH Bicycle Safety Project** (Cyclist)

Liller, K.D., Smoryniski, A. University of South Florida College of Public Health Tampa FL, 33612 USA	Program Type Education/Awareness Program Location Hillsboro C, Florida USA Target Age Group Child Source of Funding Evaluated Yes/No No Start Date unknown End Date 1995 Description Bicycle safety education campaign in 9 elementary schools; interactive education sessions; reduced-cost helmet sales.
	Evaluation Significant increases in helmet use (p<.01) in intervention versus control schools.

● **Nationwide Bicycle Helmet Promotion Campaign** (Cyclist)

Jaffe, B., Tamir, D. Ministry of Health, Department of Health Education Jerusalem, ISRAEL	Program Type Education/Awareness Program Location Israel Target Age Group All ages Evaluated Yes/No Yes Start Date unknown End Date unknown Description Media campaign to encourage cycle helmet use with pre- and post-survey on helmet use.
	Evaluation Media campaign significantly increased cycle helmet use but increase was modest.

● **Ontario Trauma Registry** (MVC, Falls, Cyclist, Other - Poisonings & late effects of injury not included)

Darla Parsons, Director Ontario Trauma Registry 250 Ferrand Drive, 5 th floor Toronto ON, M3C 2T9 Phone 416-467-3508 Website www.cihi.ca/ppso1.htm	Program Type Education/Awareness, Technical Program Location Toronto, Ontario Target Age Group All ages Source of Funding Ontario Ministry of Health Evaluated Yes/No No Start Date 1993 End Date ongoing Description Data collection system for hospital admissions and deaths due to injury.
	Evaluation No evaluations of effect of data on policy or programs.

● **Ottawa-Carleton School Cycling Safety Project*** (Cyclist)

Gavin MacPhail, Coordinator Education and Safety Program Citizens for Safe Cycling 177 Nepean St. Suite 300 Ottawa ON, K2P 0B4	Program Type Education/Awareness Program Location Ottawa-Carleton, Regional Municipality, Ontario Target Age Group Child Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 04/95 End Date 05/96 Description Basic in-class lesson on cycling and traffic safety in all Gr. 5 classes in Ottawa-Carleton. Evaluation Enthusiastic response from students and teachers; reached 120 schools in 6 boards; successfully marketed after-school training.
Phone 613-567-1288 Fax 613-729-2207	

*Described in *Profile of Community Projects, 1995-96.*

● **PARTY Program/PARTY-Sound Project*** (MVC, Alcohol, Seatbelt, Cyclist)

Marilee Koenderink Muskoka-Parry Sound Health Unit 10 Pine St. Bracebridge ON, P1L 1N3	Program Type Education/Awareness Program Location Muskoka-Parry Sound, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); in-kind donation of resources by hospitals Evaluated Yes/No No Start Date 1995 End Date 1996 Description Prevent Alcohol Related Trauma in Youth - ongoing injury education program for Grade 11 students; make prevention-oriented choices; use emergency trauma situations. Evaluation Evaluation was to be done at end of 95/96 school yr (?) - 3-month post-program surveys to evaluate behaviour change; 70-75% of students reached.
Phone 705-382-2018 Fax 705-382-2931	

*Described in *Profile of Community Projects, 1995-96.*

● **Prevention '95*** (Cyclist, Other - Parents of cyclists)

Frank Murphy, Executive Director Head Injury Association of Durham Region 459 Bond St. E. Oshawa ON, L1G 1B9	Program Type Education/Awareness Program Location Oshawa, Ontario Target Age Group Child, Adult Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date ongoing Description Safety on Wheels Week - activity booklet, bicycle rodeos, CANBIKE instructors. Evaluation School packages used in 45 schools; development of CAN-BIKE safety program in region.
Phone 905-723-2732 Fax 905-723-4936	

*Described in *Profile of Community Projects, 1995-96.*

● **Project Headgear*** (Cyclist)

Lois Cookman, Director Head Injury Association of Sault Ste. Marie 677 Macdonald St., Unit 18B Sault Ste. Marie ON, P6B 1J4	Program Type Education/Awareness Program Location Target Age Group Source of Funding Evaluated Yes/No No Start Date Description	Sault Ste. Marie, Ontario Child, Adolescent Ontario Ministry of Health (EHS) Eff. Rating May work 1995 In-school presentation on the brain, brain injury and cycling, helmet use.
Phone 705-946-0172	Evaluation	End Date 1996 Pre- and post-test to evaluate learning.

*Described in *Profile of Community Projects, 1995-96.*

● **Road Safety Marketing Office - Central Region** (MVC, Alcohol, Seatbelt, Cyclist)

Mati Holland, Paola Gemmiti, Regional Planners Ontario Ministry of Transportation Road Safety Marketing Office 1201 Wilson Ave., East Bldg, Rm 215 Toronto ON, M3M 1J8	Program Type Education/Awareness Program Location Target Age Group Source of Funding Evaluated Yes/No No Start Date Description	Central Region, Ontario All ages Ministry of Transportation, Drivers & Vehicles Eff. Rating May work unknown Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 416-235-5118	Evaluation	End Date ongoing None reported.

● **Road Safety Marketing Office - Eastern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Paul Allore, Regional Planner Ontario Ministry of Transportation Postal Bag 4000, 355 Counter St Kingston ON, K7L 5A3	Program Type Education/Awareness Program Location Target Age Group Source of Funding Evaluated Yes/No No Start Date Description	Eastern Region, Ontario All ages Ministry of Transportation, Drivers & Vehicles Eff. Rating May work unknown Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 613-545-4608	Evaluation	End Date ongoing None reported.

● **Road Safety Marketing Office - Northern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Doug Herbrand, Regional Planner Ontario Ministry of Transportation 447 McKeown Ave. North Bay ON, P1B 8L2	Program Type Education/Awareness Program Location Target Age Group Source of Funding Evaluated Yes/No No Start Date Description	Northern Region, Ontario All ages Ministry of Transportation, Drivers & Vehicles Eff. Rating May work unknown Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 705-497-5453	Evaluation	End Date ongoing None reported.

● **Road Safety Marketing Office - Northwestern Region** (MVC, Acohol, Seatbelt, Cyclist)

Tom Marinis, Regional Planner Ontario Ministry of Transportation Road Safety Marketing Office PO Box 1177, 615 South James Rd. Thunder Bay ON, P7C 4X9	Program Type Education/Awareness Program Location Northwestern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 807-473-2198	Evaluation None reported.

● **Road Safety Marketing Office - Southwestern Region** (MVC, Alcohol, Seatbelt, Cyclist)

John Vaclavek, Regional Planner Ontario Ministry of Transportation 659 Exeter Rd London ON, N6E 1L3	Program Type Education/Awareness Program Location Southwestern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 519-649-3098	Evaluation None reported.

● **Seattle Children's Bicycle Helmet Campaign** (Cyclist)

Rivara, F.P., Thompson, D.C., Thompson, R.S. Harborview Injury Prevention and Research Center 325 Ninth Ave., Box 359960 Seattle WA, 98104 USA	Program Type Education/Awareness Program Location Seattle, Washington USA Target Age Group Child Source of Funding Evaluated Yes/No Yes Eff. Rating Works Start Date 1987 End Date 1992 Description Community-wide promotion campaign and monitoring through Health Maintenance Organization.
Phone 206-521-1520 Fax 206-521-1562 Website weber.u.washington.edu/~hiprc/	Evaluation Cycle helmet use increased from 5.5% (89) to 40.2% (92); bicycle-related head injuries decreased by 67% in 5-14 year olds.

● **SMARTRISK Foundation** (MVC, Alcohol, Seatbelt, Cyclist)

Dr. Robert Conn, Director SMARTRISK Foundation 658 Danforth Ave, Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness Program Location Canada Target Age Group Child, Adolescent Source of Funding Funded through various coporate sponsors and public donations (resgistered charity).
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Evaluation Yes/No No Eff. Rating May work Start Date 1992 End Date ongoing (97) Description Charitable national organization, created in 1992 to tackle the greatest health care concern facing Canadians - injuries and injury-related deaths.
	Evaluation No reported evaluation. Successful in generating public support and corporate sponsorship.

● **State Law Mandating Helmet Use for All Cyclists < 16 yrs** (Cyclist)

<p>Scheiber, R.A., Resnow, M.J., Sacks, J.J. Centers for Disease Control & Prevention, Division of Unintentional Injury Atlanta GA USA</p>	<p>Program Type Education/Awareness, Policy Program Location Georgia, USA Target Age Group Child SOF Funding through Centers for Disease Control & Prevention, USA Evaluated Yes/No Yes Start Date 06/93 End Date 11/93 Description Self-reported helmet ownership and use pre- and post- cycle helmet law. Evaluation Reported use of helmets increased from 33% to 52%; ownership and use inversely related to age, positively related to income and knowledge of law.</p>
--	--

● **The Stupid Line Campaign** (MVC, Alcohol, Seatbelt, Cyclist)

<p>SMARTRISK Foundation 658 Danforth Ave, Suite 301 Toronto ON, M4J 5B9 Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca</p>	<p>Program Type Education/Awareness Program Location Canada Target Age Group Child, Adolescent Source of Funding Funded through various coporate sponsors and public donations (resgistered charity). Evaluated Yes/No No Start Date 1992 End Date ongoing (97) Description Series of broadcast and public service announcements aimed to youth that introduced the concept of the "Stupid Line" - the line of choice that separates smart risk from stupid risk. Evaluation None reported.</p>
---	---

● **Think First for Kids** (MVC, Falls, Seatbelt, Cyclist, Other - Playground, Recreation, Sports Safety)

<p>Eleanor Sam, Director of Program Development Phone 416-603-5212</p>	<p>Program Type Education/Awareness Program Location Canada Target Age Group Child Source of Funding Ronald McDonald Children's Charities of Canada Evaluated Yes/No No Start Date unknown End Date ongoing (97) Description A curriculum program for elementary schools to use to help grades 1-3 students develop safety habits to minimize risk of head and spinal cord injury. Evaluation None reported.</p>
---	--

● **Thunder Bay Bicycle Helmet Coalition*** (Cyclist)

<p>Sharon Owen, Director Community Relations/Fund Raising St. Joseph's Hospital P.O. Box 3251 Thunder Bay ON, P7B 5G7 Phone 807-767-4277 Fax 807-768-8820</p>	<p>Program Type Education/Awareness Program Location Thunder Bay, Ontario Target Age Group All ages Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996 Description Social marketing and community education programs re: bicycle helmet use. Evaluation Anecdotal - greater awareness about helmet use; profile for hospital and Curt Harnett; voice in community.</p>
--	--

*Described in *Profile of Community Projects, 1995-96*.

● **Timmins Bike Helmet Coalition*** (Cyclist)

Rhonda Latendresse, Executive Director	Program Type	Education/Awareness
Epilepsy Timmins & Area	Program Location	Timmins, Ontario
251 Third Ave., Suite 10	Target Age Group	Child, Adolescent
Timmins ON, P4N 1E2	Source of Funding	Ontario Ministry of Health (EHS)
	Evaluated Yes/No	No
Phone 705-264-2933	Start Date	1995
Fax 705-264-0350	Description	Eff. Rating May work 1995 End Date 1996 Bike rodeos; school education; development of TV video; summer education programs.
	Evaluation	Anecdotal - very successful in developing unique educational ideas for the various ages and audiences.

*Described in *Profile of Community Projects, 1995-96*.

● **Universal Bicycle Helmet Law** (MVC, Cyclist)

	Program Type	Education/Awareness, Technical, Policy
	Program Location	Victoria, Australia
	Target Age Group	All ages
	Source of Funding	Government; business; multi-sector collaboration (Education sector - schools very n.b.)
	Evaluated Yes/No	Yes
	Start Date	1981
	Description	Eff. Rating Works well 1981 End Date 1990-ongoing Mandatory bicycle helmet use law invoked in 1990 which was preceded by 10 years of comprehensive bicycle safety programming.
	Evaluation	Comprehensive evaluation of all cyclist injury prevention initiatives over a 10-year period.

● **Wheel Smart Spotters Program** (MVC, Cyclist, Other - In-line skaters)

Kerri Richards, Coordinator	Program Type	Education/Awareness, Policy
Partners in Prevention	Program Location	North York, Ontario
Toronto Public Health,	Target Age Group	All ages
North York Office	Source of Funding	Part of public health unit programming
5100 Yonge Street, 2 nd Floor	Evaluated Yes/No	No
Toronto ON, M2N 5V7	Start Date	1997
	Description	Eff. Rating May work 1997 End Date 1997 Promote safe in-line skating and cycling in the community - rewards for cyclists/bladers who are wearing gear and obeying safety rules.
Phone 416-395-0057	Evaluation	None reported.
Fax 416-395-7691		

● **Youth Injury Prevention Initiative*** (Cyclist)

Robert Garrett	Program Type	Education/Awareness
North Bay Safe Community Project	Program Location	North Bay, Ontario
P.O. Box 360, Stn Main	Target Age Group	Child
North Bay ON, P1E 8H8	Source of Funding	Ontario Ministry of Health (EHS)
	Evaluated Yes/No	No
Phone 705-474-0400	Start Date	1995
Fax 705-495-1024	Description	Eff. Rating May work 1995 End Date 1996 Electronic media campaign (1 mo) on radio and television; Project Headgear presentations; safety days.
	Evaluation	Reached 2400 Elementary students with Project Headgear; 50 TV spots; 114 radio spots.

*Described in *Profile of Community Projects, 1995-96*.

Prevention of Drinking and Driving

● (Alcohol) Server Training* (MVC, Alcohol)

Holder, H.D., Wagenaar, A.C.	ProgramType	Education/Awareness, Policy
Article in: <i>Accid Anal Prev</i> , 26(1): 89-97, 1994.	Program Location	Oregon USA
	Target Age Group	Adult
	Source of Funding	Mandated by state government
	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	1986 End Date 1990-ongoing
	Description	Mandated server training program in Oregon; repeated by all servers every 5 years.
	Evaluation	Significant reduction in single-vehicle night-time crashes involving high % alcohol; 23%↓ in crashes.

*Described in *Best Practice Programs for Injury Prevention*.

● Ambassadors Program (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type	Education/Awareness, Technical
Phone 416-463-9878	Program Location	Canada
Fax 416-463-0137	Target Age Group	Adolescent
Email choose@smartrisk.ca	Source of Funding	Corporate sponsors + the Snowbirds donate time
Website www.smartrisk.ca	Evaluated Yes/No	No Eff. Rating May work
	Start Date	1992 End Date ongoing (97)
	Description	The Snowbirds, Canada's aerobatic flying team, speak to students about managing risk as ambassadors of the SMARTRISK Foundation.
	Evaluation	None reported.

● Arrive Alive Campaign (MVC, Alcohol, Other - Water transport)

Anne Leonard Ontario Community Council on Impaired Driving	ProgramType	Education/Awareness
Phone 416-485-4411	Program Location	Ontario
Fax 416-485-8879	Target Age Group	All ages
	Source of Funding	Ministry of Transportation, LCBO, The Beer Store
	Evaluated Yes/No	No Eff. Rating May work
	Start Date	Summer 1997 End Date ongoing
	Description	Series of public service announcements created to bring attention to D&D at the peak time of year for D&D fatalities.
	Evaluation	Process evaluation only (i.e., number of activities, sites, etc.).

● CHAT (Community & Hospital Against Trauma)* (MVC, Alcohol, Seatbelt, Cyclist)

Fiona White, CHAT Coordinator Council on Trauma Prevention, Central West Hamilton General Hospital East Wing, 237 Barton St. E., Rm 345, 4th Floor Hamilton ON, L8L 2X2	Program Type	Education/Awareness
Phone 905-528-7149	Program Location	Central West, Ontario
Fax 905-525-4994	Target Age Group	Adolescent
	Source of Funding	Ontario Ministry of Health (EHS); corporate sponsors; hospital donation of services
	Evaluated Yes/No	No Eff. Rating May work
	Start Date	1993 End Date ongoing
	Description	CHAT is a community-sponsored program designed to encourage persons to identify risk-taking behaviours and to make informed choices.
	Evaluation	Funding for evaluation did not come through - process evaluation only - community commitment has increased.

*Described in *Profile of Community Projects, 1995-96*.

● **California's Youthful Drunk Driving Program*** (MVC, Alcohol)

<p>K. Featherstone 7425 Westgate Dr. Citrus Heights CA, 95610 USA</p>	<p>Program Type Education/Awareness, Policy Program Location California USA Target Age Group 16-25 Source of Funding Initial funds provided by federal (US) grant; program sustained through participant fees</p>
	<p>Evaluated Yes/No Yes Eff. Rating Works Start Date 1989 End Date ongoing (94) Description Education program offered 16-25 yr-olds as alternative to other penalties for DUI offence - includes Coroner's office & trauma centre visits.</p>
	<p>Evaluation Repeat DUI offence significantly lower in treatment (1%-2%) than other offenders (15%-30%).</p>

*Described in *Best Practice Programs for Injury Prevention*.

● **Community Injury Prevention Video-"It Could Have Been Worse"*** (MVC, Alcohol, Seatbelt, Cyclist, Other)

<p>Peterborough County-City Health Unit 10 Hospital Dr. Peterborough ON, K9J 8M1</p> <p>Phone 705-743-1000 Fax 705-743-2897</p>	<p>Program Type Education/Awareness Program Location Peterborough, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); financial support and in-kind donations from area businesses, individuals & service clubs</p>
	<p>Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description Young adults throughout the province developed and marketed video re: decision-making skills for MV occupants.</p>
	<p>Evaluation Process outcomes - video distributed for education and promotion through Driver's Ed courses; 82 videos distributed.</p>

*Described in *Profile of Community Projects, 1995-96*.

● **Comprehensive Road Safety Act** (MVC, Alcohol)

<p>Ontario Ministry of Transportation Safety Policy Branch</p> <p>Phone 416-235-3896</p>	<p>Program Type Policy Program Location Ontario Target Age Group Adolescent, Adult Source of Funding Passed third reading, July 1997</p>
	<p>Evaluated Yes/No No Eff. Rating Works Start Date July 1997 End Date ongoing Description Promotes road safety by addressing: drinking and driving, commercial vehicles, general school bus safety.</p>
	<p>Evaluation Research in other jurisdictions indicates that more severe D&D policy reduces MVC injuries and fatalities.</p>

● **Drinking Driving Law Enforcement & Legal BAC Limit** (MVC, Alcohol)

Program Type	Education/Awareness, Policy
Program Location	New South Wales, Australia
Target Age Group	Adult
Source of Funding	Info not available
Evaluated Yes/No	Yes Eff. Rating Works
Start Date	1980-1982 End Date ongoing
Description	A law lowering legal BAC to 0.05mg%, enforced by Random Breath Testing.
Evaluation	RBT - immediate 36% reduction in alcohol-related fatalities; legal BAC 0.05 mg% reduced fatalities by 13% on Sat. only.

● **Educational Intervention for DUI Offenders Under 18 Yrs.*** (MVC, Alcohol)

William Bruvold	Program Type	Education/Awareness, Policy
University of California at Berkley	Program Location	Contra Cost, California USA
503 Warren Hall, School of Public Health	Target Age Group	Adolescent
Berkley CA, 94701 USA	Source of Funding	
	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	1983 End Date 1988-ongoing
	Description	Program provides info on laws & consequences of DUI; educates re: alternatives to DUI (e.g., public transport); provides skills training in resisting peer pressure.
	Evaluation	Significant improvement in attitudes, behaviours re: DUI; significant reduction in repeat DUI offences compared to other offenders.

*Described in *Best Practice Programs for Injury Prevention*.

● **HEROES** (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation	Program Type	Education/Awareness
658 Danforth Ave., Suite 301	Program Location	Canada (started in Alberta)
Toronto ON, M4J 5B9	Target Age Group	Adolescent
	Source of Funding	Several corporate sponsors - Royal Insurance, General Motors of Canada, Bell Canada, Canadian Pacific, Canadian Red Cross
Phone 416-463-9878	Evaluated Yes/No	No Eff. Rating May work
Fax 416-463-0137	Start Date	1992 End Date ongoing (97)
Email choose@smartrisk.ca	Description	Audio-visual show to introduce teenagers to smart risk behaviour: buckle up; drive sober; look first; wear the gear; get trained.
Website www.smartrisk.ca	Evaluation	450,000 teens experienced the program between 1992 and 1996.

● **IMPACT (Impaired Minds Produced by Alcohol Cause Trauma)** (MVC, Alcohol, Seatbelt, Cyclist)

Nancy Paling Kent County Injury Project St. Joseph Hospital 519 King St. West Chatham ON, N7M 1G8	Program Type Education/Awareness Program Location Chatham & Kent County, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); in-kind donation of resources by hospitals
Phone 519-352-2500 Fax 519-352-5161	Evaluated Yes/No No Start Date 1995 End Date ongoing Description 3-Phase presentation to Grade 11 (Eng & Fr) students: education - emergency dept trauma simulation and personal story - discussion of issue with social worker.
	Evaluation Written evaluations by students were very positive and suggested expanding program to other grades and to parents.

● **Injury Prevention News** (MVC, Falls, Suicide, Alcohol, Seatbelt, Cyclist)

Bev Woods, Manager Ontario Injury Prevention Resource Centre c/o OPHA 468 Queen St. E, Suite 202 Toronto ON, M5A 1T7	Program Type Education/Awareness Program Location Ontario Target Age Group All ages Source of Funding Funding through Ontario Ministry of Health (EHS)
Phone 416-367-3313 / 1-800-267-681 ext 25 Fax 416-367-2844 Email injury@web.net Website www.opha.on.ca/ophal	Evaluated Yes/No No Start Date 1994 End Date ongoing Description Newsletter of the Ontario Injury Prevention Resource Centre.
	Evaluation Distribute current information on injury programming in Ontario.

● **MADD Matters - MADD Organization** (MVC, Alcohol)

MADD Canada National Office 6507C Mississauga Rd Mississauga ON, L5N 1A6	Program Type Education/Awareness, Policy Program Location Canada - various location Target Age Group All ages Source of Funding Official partners; corporate partners; associate partners
Phone 1-800-665-6233 Fax 905-813-8920 Email maddinfo@madd.ca Website www.madd.ca	Evaluated Yes/No No Start Date unknown End Date ongoing Description Organization and Newsletter - mission is to stop impaired driving and support victims of this violent crime.
	Evaluation Influence on alcohol related public policy has not been evaluated.

● **New Thinking on Drinking** (Alcohol)

Dr. Nevin Coston Alcohol Policy Network, c/o OPHA 468 Queen St., Suite 202 Toronto ON, M5A 1T7	Program Type Education/Awareness Program Location Ontario Target Age Group Adolescent, Adult Source of Funding Evaluated Yes/No No Start Date 1997 Description Low-risk drinking guidelines based on latest research. Evaluation None reported.	Eff. Rating May work End Date 1997
Phone 416-595-6929 Fax 416-367-2844 Email apn@web.net Website sano.arf.org/apn/apolnet.htm		

● **Next Generation CHAT (Community & Hospitals against Trauma)*** (MVC, Alcohol, Seatbelt)

Linda Dayler, Community Program Developer Council on Trauma Prevention c/o Hamilton General Hospital East Wing, 237 Barton St. E, Rm 345, 4th Floor Hamilton ON, L8L 2X2	Program Type Education/Awareness Program Location Hamilton-Wentworth, Regional Municipality, Ontario Target Age Group Adult Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 Description Education program to increase awareness of adults 25-44 yrs of age to risk behaviours and their consequences. Evaluation Anecdotal - feedback from program was positive.	Eff. Rating May work End Date 1996
Phone 905-528-8300 Fax 905-525-4994		

*Described in *Profile of Community Projects, 1995-96*.

● **Operation Lookout*** (MVC, Alcohol)

John Hymers Against Drunk Driving P.O. Box 397 Station "A" Brampton ON, L6V 2L3	Program Type Education/Awareness, Policy Program Location Peel Region, Ontario Target Age Group Adolescent, Adult Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 Description A program which encourages citizens to report impaired drivers to the local police. Evaluation Bus signs up across Peel for 2.5 months; cooperation with Peel Police, ADD, Campaign House, Trans-Ad.	Eff. Rating May work End Date 1996
Phone 905-793-4233 Fax 905-793-4233		

*Described in *Profile of Community Projects, 1995-96*.

● **Operation Lookout - High Schools** (MVC, Alcohol)

Barry White R.I.D.E. Program Metro Toronto Police Services	Program Type Education/Awareness, Policy Program Location Toronto, Ontario Target Age Group Adolescent Source of Funding Metro Transportation, Toronto West Collision Reporting Centre Evaluated Yes/No No Start Date 1997 Description Operation Lookout is a type of "Crime Stoppers" for impaired driving which encourages anyone who spots a DD to phone in. Evaluation None reported.	Eff. Rating May work End Date ongoing(?)
Phone 416-808-1919		

● **PARTY Program/PARTY-Sound Project*** (MVC, Alcohol, Seatbelt, Cyclist)

Marilee Koenderink Muskoka-Parry Sound Health Unit 10 Pine St. Bracebridge ON, P1L 1N3	Program Type Education/Awareness Program Location Muskoka-Parry Sound, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); in-kind donation of resources by hospitals
Phone 705-382-2018 Fax 705-382-2931	Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description Prevent Alcohol Related Trauma in Youth - ongoing injury education program for Grade 11 students; make prevention-oriented choices; use emergency trauma situations.
	Evaluation Evaluation was to be done at end of 95/96 school yr (?) - 3-month post-program surveys to evaluate behaviour change; 70-75% of students reached.

*Described in *Profile of Community Projects, 1995-96.*

● **Pills and Spills** (Falls, Alcohol, Other - Medication use)

Pills and Spills Peterborough County-City Health Unit 10 Hospital Dr. Peterborough ON, K9J 8M1 Phone 705-743-1000 Fax 705-743-2897 Email nwestbro@pcchu.peterborough.on.ca	Program Type Education/Awareness Program Location Peterborough, Ontario Target Age Group 65 Source of Funding Evaluated Yes/No No Eff. Rating May work Start Date unknown End Date ongoing Description Seniors play which examines issues of falls, medication and alcohol use among seniors.
	Evaluation None reported.

● **Prevention of Impaired Driving Injuries*** (MVC, Alcohol)

Rin Van Hemert 129 Eastman Crescent Newmarket ON, L3Y 5S1 Phone 905-895-5924	Program Type Education/Awareness Program Location York Region, Ontario Target Age Group All ages Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description "Don't Make Prom Night Your Last"; speaking to offenders, schools, employees, community groups.
	Evaluation Anecdotal - teens have decided not to drink and drive or ride with impaired driver.

*Described in *Profile of Community Projects, 1995-96.*

● **Prevention Program for Young Drivers in North Durham Region*** (MVC, Alcohol)

Frank Murphy, Executive Director Head Injury Association of Durham Region 459 Bond St. East Oshawa ON, L1G 1B9	Program Type Education/Awareness Program Location Durham Region, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996 Description Development of student injury prevention groups in four high schools and support for their activities; Arrive Alive Video Dance.
Phone 905-723-2732 Fax 905-723-4936	Evaluation Anecdotal - successful student involvement in delivering safety message; established "In the Driver's Seat" program.

*Described in *Profile of Community Projects, 1995-96*.

● **Road Safety Marketing Office - Central Region** (MVC, Alcohol, Seatbelt, Cyclist)

Mati Holland, Paola Gemmiti, Regional Planners Ontario Ministry of Transportation Road Safety Marketing Office 1201 Wilson Ave., East Bldg, Rm 215 Toronto ON, M3M 1J8	Program Type Education/Awareness Program Location Central Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 416-235-5118	Evaluation None reported.

● **Road Safety Marketing Office - Eastern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Paul Allore, Regional Planner Ontario Ministry of Transportation Postal Bag 4000, 355 Counter St Kingston ON, K7L 5A3	Program Type Education/Awareness Program Location Eastern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 613-545-4608	Evaluation None reported.

● **Road Safety Marketing Office - Northern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Doug Herbrand, Regional Planner Ontario Ministry of Transportation 447 McKeown Ave. North Bay ON, P1B 8L2	Program Type Education/Awareness Program Location Northern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 705-497-5453	Evaluation None reported.

● **Road Safety Marketing Office - Northwestern Region** (MVC, Acohol, Seatbelt, Cyclist)

Tom Marinis, Regional Planner Ontario Ministry of Transportation Road Safety Marketing Office PO Box 1177, 615 South James Rd. Thunder Bay ON, P7C 4X9	Program Type Education/Awareness Program Location Northwestern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 807-473-2198	Evaluation None reported.

● **Road Safety Marketing Office - Southwestern Region** (MVC, Alcohol, Seatbelt, Cyclist)

John Vaclavek 659 Exeter Rd London ON, N6E 1L3	Program Type Education/Awareness Program Location London, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 519-649-3098	Evaluation None reported.

● **Seniors Info Exchange** (MVC, Falls, Alcohol, Other - Other senior safety issues)

Health Canada Division of Aging and Seniors Address Locator 4203A Ottawa ON, K1A 0K9	Program Type Education/Awareness Program Location Canada Target Age Group 65+ Source of Funding Federal program Evaluated Yes/No No Start Date unknown End Date ongoing (97) Description Health Canada web site packed with info for and about seniors and those who work with them - including facts about safety issues and injury prevention.
Phone 613-952-7627 Fax 613-957-7627 Email seniors@inet.hwc.ca Website www.hc-sc.gc.ca/seniors-aines	Evaluation Gives reports from research projects as well as projects that have not been evaluated.

● **SMARTRISK Foundation** (MVC, Alcohol, Seatbelt, Cyclist)

Dr. Robert Conn, Director SMARTRISK Foundation 658 Danforth Ave, Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness Program Location Canada Target Age Group Child, Adolescent Source of Funding Funded through various coporate sponsors and public donations (resgistered charity). Evaluated Yes/No No Start Date 1992 End Date ongoing (97) Description Charitable national organization, created in 1992 to tackle the greatest health care concern facing Canadians - injuries and injury-related deaths.
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Evaluation No reported evaluation. Successful in generating public support and corporate sponsorship.

● **Snowmobile & Boating Injury Prevention** (Alcohol, Other - Snowmobile; Boat Safety - priorities for this area)

Don Brisbane	Program Type	Education/Awareness
West Parry Sound/Muskoka Health Centre	Program Location	West ParrySound/Muskoka, Ontario
99 Bowes St	Target Age Group	All ages
Parry Sound ON, P2A 2L8	Source of Funding	Ontario Ministry of Health (EHS)
	Evaluated Yes/No	No
Phone 705-746-6330	Start Date	1995
Fax 705-746-7510	Description	Public education program; community task force; local media releases; workshops; displays; handouts; "ride alongs."
	Evaluation	Reached over 800 students and several hundred adults; developed a snowmobiling safety task force; problem with seasonal population.

● **The Stupid Line Campaign** (MVC, Alcohol, Seatbelt, Cyclist)

SMARTRISK Foundation	Program Type	Education/Awareness
658 Danforth Ave, Suite 301	Program Location	Canada
Toronto ON, M4J 5B9	Target Age Group	Child, Adolescent
	Source of Funding	Funded through various coporate sponsors and public donations (resgistered charity).
Phone 416-463-9878	Evaluated Yes/No	No
Fax 416-463-0137	Start Date	1992
Email choose@smartrisk.ca	Description	Series of broadcast and public service announcements aimed to youth that introduced the concept of the "Stupid Line" - the line of choice that separates smart risk from stupid risk.
Website www.smartrisk.ca	Evaluation	None reported.

Prevention of Falls

● Active & Safe in the Winter* (Falls)

Abe Rosenfeld Sandy Hill Community Health Centre 221 Nelson St. Ottawa ON, K1N 1C2	Program Type Education/Awareness, Technical Program Location Ottawa-Carleton Regional Municipality, Ontario Target Age Group Adult 65+ Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996
Phone 613-238-8210 Fax 613-238-7595	Description Education and promotion program re: winter walking safety for seniors; development of model to use in other locales; media coverage of sidewalk conditions; promotion of proper footwear and cane/walker use; involvement of politicians. Evaluation Reached over 250 seniors through education sessions; 5 cane workshops held; model developed; "Snowtrek" attracted 75 seniors and received media coverage.

*Described in *Profile of Community Projects, 1995-96*.

● Ambassadors Program (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness, Technical Program Location Canada Target Age Group Adolescent Source of Funding Corporate sponsors + the Snowbirds donate time. Evaluated Yes/No No Start Date 1992 End Date ongoing (97)
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Description The Snowbirds, Canada's aerobatic flying team, speak to students about managing risk as ambassadors of SMARTRISK Foundation. Evaluation None reported.

● Are You in Jeopardy?* (Falls)

Melissa Ireland Alzheimer's Society 101 Brant Ave. Brantford ON, N3T 3H4	Program Type Education/Awareness Program Location Brant County, Ontario Target Age Group Adult 65+ Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996
Phone 519-759-7692 Fax 519-759-8353	Description Home safety checklists; developed volunteer training manual; developed materials for blind; education and awareness program about falls in the elderly. Evaluation 2000 home checklists distributed; difficult to evaluate outcomes; partnerships strengthened.

*Described in *Profile of Community Projects, 1995-96*.

● **Audio Cassette Tape on Falls for Family Practice** (Falls)

William E. Laupus Health Science Library	Program Type Education/Awareness
	Program Location US Website
	Target Age Group Adult 65+
Website <i>www.hsl.ecu.edu/NEWAUDIO.HTM</i>	Source of Funding
	Evaluated Yes/No No
	Eff. Rating May work
	Start Date unknown
	End Date ongoing (97)
	Description Pre- and post-tests on audio tape info are available online for CME credit.
	Evaluation None reported.

● **Build for Life, Preventing Falls by Promoting Safe Homes*** (Falls)

Brenda Kellar, Coordinator Build for Life Project 120 Queen St. S. South Renfrew ON, K7V 2B1	Program Type Education/Awareness, Technical
	Program Location Renfrew County, Ontario
	Target Age Group Adult 65+
	Source of Funding Ontario Ministry of Health (EHS); may have corporate sponsor for education package
	Evaluated Yes/No No
	Eff. Rating May work
Phone 613-432-5327	Start Date 1995
Fax 613-432-7738	End Date ongoing (?)
	Description Education package for home builders and renovators re: design for fall prevention; incentive program for sale of home safety supplies to participants; weekly newspaper ads - fall prevention tips; "Builder's Bulletin."
	Evaluation Assessment of area businesses to determine availability of home safety products; theatre presentation by seniors; evaluation not reported.

*Described in *Profile of Community Projects, 1995-96*.

● **Canadian Children's Safety Network** (MVC, Falls, Seatbelt, Cyclist, Other - Childhood injury)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness, Technical
	Program Location Canada
	Target Age Group Child
	Source of Funding Supported by the Child Development Initiative of Health Canada.
	Evaluated Yes/No No
	Eff. Rating May work
Phone 416-463-9878	Start Date 1992
Fax 416-463-0137	End Date ongoing (97)
Email <i>ccsn@smartrisk.ca</i>	Description CCSN ONLINE links numerous groups and individuals across Canada who are working on childhood injury issues.
Website <i>www.smartrisk.ca</i>	Evaluation None reported.

● **Community Injury Prevention - Seniors' Project*** (Falls, Other - Injury to seniors in general but focused on falls)

<p>Edie Harris, Executive Director St. John Ambulance, Mississauga Branch 166 Windy Oaks Dr. Mississauga ON, L5G 1Z3</p> <p>Phone 905-274-0880 Fax 905-274-5876</p>	<p>Program Type Education/Awareness Program Location Peel Region, Ontario Target Age Group Adult 65+ Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description Education and awareness about senior safety through community meetings, workshops, participation in Health Matters show, adaptation of Home Safety Check List. Evaluation Evaluation of brochure planned; developed partnerships; designed and printed brochure; designed pilot to evaluate brochure; developed next steps to implementing fall prevention program.</p>
---	--

*Described in *Profile of Community Projects, 1995-96.*

● **FICSIT (Falls)**

<p>Ory, M.G., Schechtman, K.B., Miller, J.B. Division of Behavioural & Social Research Bethesda MD USA</p>	<p>Program Type Education/Awareness, Technical Program Location USA Target Age Group Adult 65+ Source of Funding Federally funded trials Evaluated Yes/No Yes Eff. Rating Works well Start Date 1993 End Date 1995 Description Frailties and Injuries: Cooperative Studies of Intervention Techniques: set of 8 trials in US. Evaluation Multiple sites; multiple measures; randomized controlled trials; meta-analyses across sites.</p>
--	---

● **FICSIT - Atlanta - Tai Chi and Balance Training (Falls)**

<p>Wolf, S.L., Kutner, N.G., Green, R.C. Emory University School of Medicine, Department of Rehabilitation Medicine Atlanta GA, 30322 USA</p>	<p>Program Type Education/Awareness, Technical Program Location Atlanta, Georgia USA Target Age Group Adult 65+ Source of Funding US - federally funded trials and analyses Evaluated Yes/No Yes Eff. Rating Works well Start Date 1993 End Date 1995 Description Tai Chi Quan modified to 10 exercises done in a group 2x/wk for 15 sessions or balance training 2x/wk for 15 weeks. Evaluation Part of meta-analysis for FICSIT trials.</p>
---	---

● **FICSIT - Boston - Resistance Training & Nutrition Supplements (Falls)**

<p>Fiatrone, M.A., O'Neill, E.F. Hebrew Rehabilitation Center for the Aged Boston MA USA</p>	<p>Program Type Technical Program Location Boston, Massachusetts USA Target Age Group Adult 65+ Source of Funding US - federally funded trials and analyses Evaluated Yes/No Yes Eff. Rating Works well Start Date 1993 End Date 1995 Description Nursing home based intervention to improve muscle strength through progressive resistance training and multi-nutrient supplements. Evaluation Part of meta-analysis for FICSIT trials + separate analyses for results specific to this site.</p>
--	--

● **FICSIT - Exercise & Balance Interventions** (Falls)

Province, M.A., Hadley, E.C., Hornbrook Washington University School of Medicine, Division of Biostatistics St Louis MO, 63110 USA	Program Type Technical Program Location Target Age Group Source of Funding Evaluated Yes/No Yes Start Date Description Evaluation	USA - various locales Adult 65+ Federally funded trials and analyses Eff. Rating Works well 1993 End Date 1995 Various interventions for prevention of falls all of which included exercise component of 10-36 weeks. Meta-analysis of 7 randomized controlled trials; exercise reduced risk of fall and time to first fall.
--	--	--

● **FICSIT - Iowa - Hip Joint Protective Garment** (Falls)

Program Type Technical Program Location Target Age Group Source of Funding Evaluated Yes/No Start Date Description Evaluation	Iowa USA Adult 65+ Federally funded trials and analyses Eff. Rating End Date
--	--

● **FICSIT - MoveIt - Endurance & Strength Training** (Falls)

Buchner DM, Cress ME, Wagner EH University of Washington, Dept of Health Services Seattle WA, 98195 USA	Program Type Technical Program Location Target Age Group Source of Funding Evaluated Yes/No Yes Start Date Description Evaluation	Seattle, Washington USA Adult 65+ Federally funded trials and analyses Eff. Rating Works well 1993 End Date 1995 Separate programs - endurance, endurance+strength, strength - community living, at-risk for falls. Part of meta-analysis for FICSIT trials + separate analyses for results specific to this site.
--	--	--

● **FICSIT - Seniors' Program for Injury Control & Education*** (Falls)

Hornbrook, M.C., Stevens, V.J., Wingfield, D.J. Kaiser Permanente Center for Health 3800 N. Kaiser Center Dr. Portland OR, 97227-1098 USA	Program Type Education/Awareness, Technical Program Location Target Age Group Source of Funding Evaluated Yes/No Yes Start Date Description Evaluation	Portland, Oregon USA Adult 65+ Federally funded trials and analyses Eff. Rating Works well 1993 End Date 1995 Exercise, Education and fitness program for community- living elderly - walking, strength, home improvement, balance, mental practice. Part of meta-analysis for FICSIT trials + separate analyses for results specific to this site.
---	---	--

*Described in *Best Practice Programs for Injury Prevention*.

● **FICSIT - Yale - Multi-risk Factor Reduction for Falls***(Falls)

Tinetti, M.E., McAvay, G., Claus, E. Yale University School of Medicine, Department of Medicine New Haven CT, 06520-8025 USA	Program Type Education/Awareness, Technical Program Location New Haven, Connecticut USA Target Age Group Adult 65+ Source of Funding Federally funded trials and analyses Evaluated Yes/No Yes Start Date 1990 End Date 1993 Description Targeted interventions for fall prevention in community-living older persons - medication, exercise. Evaluation Randomised Control trial - 301 elderly - multi-factorial target intervention vs social visit control group.
---	---

*Described in *Best Practice Programs for Injury Prevention*.

● **Fall Prevention Program** (Falls)

Sandy Haluskay, Majorie Rainford Toronto Public Health, City of York Office	Program Type Education/Awareness, Technical Program Location City of York, Ontario Target Age Group Adult 65+ Source of Funding Public health unit, high school technical dept, other volunteers
Website ourworld.compuserve.com/homepages/rschabas/falls.htm	Evaluated Yes/No Yes Start Date 09/91 End Date 06/93 Description Home Hazard Assessment; safety improvements in the home for free; collaboration between health unit and schools. Evaluation Process and outcome evaluation.

● **Falls and Mobility Network** (Falls)

Dr. Peter Norton Aging Program Sunnybrook Health Science Centre 2075 Bayview Avenue, KGE21 North York ON, M4N 3M5	Program Type Education/Awareness, Technical Program Location Toronto, Ontario Target Age Group Adult 65+ Source of Funding Evaluated Yes/No No Start Date Description Provincial (Ontario) network of institutions and individuals interested in measures to increase the mobility of elderly pts while reducing the number of injuries caused by falls. Evaluation Reports on research activities related to falls in the elderly.
Phone 416-480-4585 Fax 416-480-5893 Email peter.noroton@sunnybrook.on.ca Website www.sten.sunnybrook.utoronto.ca:8080/~csia/fall_net/	Eff. Rating May work End Date ongoing (97)

● **Four Counties Community Services & Safety*** (Falls, Other - Other safety concerns for seniors)

Gabrielle Ross, Occupational Health Nurse Four Counties General Hospital R.R.#3 Newbury ON, N0L 1Z0	Program Type Education/Awareness Program Location Southwest Region, Ontario Target Age Group Adult 65+ Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996 Description Educate and raise awareness re: safety in older adults through speaking engagements, a health fair, and brochure ("Home Safety Checklist") distribution. Evaluation Anecdotal - excellent response from community; good interaction.
--	---

*Described in *Profile of Community Projects, 1995-96*.

● **Gearing Everyone to Act Healthy Each & Every Day - G.E.T. A.H.E.A.D.*** (Falls, Seatbelt, Cyclist, Other - Risky situations in play and life - children)

Tamiza Chaagen	Program Type	Education/Awareness
Bloorview MacMillan Centre	Program Location	Toronto, Ontario
350 Ramsey Road	Target Age Group	Child, Adult
Toronto ON, M4G 1R8	Source of Funding	Ontario Ministry of Health (EHS); difficult to maintain ongoing funding from other sources
Phone 416-425-6220	Evaluated Yes/No	No
Fax 416-425-6557	Start Date	1995
	Description	Presentations to schools re: safer, healthier choices for children.
	Evaluation	18 Schools completed in first year (500 students) - positive feedback from children, teachers, parents.

*Described in *Profile of Community Projects, 1995-96*.

● **Harstad Injury Prevention Study** (Falls)

Dr. B. Ytterstad,	Program Type	Education/Awareness, Technical, Policy
Surgical Department	Program Location	Harstad, Norway
Harstad Hospital	Target Age Group	Adult 65+
9400 Harstad, Norway	Source of Funding	
	Evaluated Yes/No	Yes
	Start Date	07/85
	Description	Community prevention program for falls in the elderly based on Haddon's matrix; activating public and private resources as per Ottawa Charter.
	Evaluation	Fall fracture reductions between 17% - 50% depending on age group and setting.

● **Health Council on Osteoporosis** (Falls)

Website www.osteovision.ch/	Program Type	Education/Awareness
	Program Location	US Website
	Target Age Group	Adult 65+
	Source of Funding	
	Evaluated Yes/No	Yes
	Start Date	unknown
	Description	Information on falls-related research.
	Evaluation	Reports of various research projects related to osteoporosis.

● **HEROES** (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation	Program Type	Education/Awareness
658 Danforth Ave.,	Program Location	Canada (started in Alberta)
Suite 301	Target Age Group	Adolescent
Toronto ON, M4J 5B9	Source of Funding	Several corporate sponsors - Royal Insurance, General Motors of Canada, Bell Canada, Canadian Pacific, Canadian Red Cross
Phone 416-463-9878	Evaluated Yes/No	No
Fax 416-463-0137	Start Date	1992
Email choose@smartrisk.ca	Description	Audio-visual show to introduce teenagers to smart risk behaviour: buckle up; drive sober; look first; wear the gear; get trained.
Website www.smartrisk.ca	Evaluation	450,000 teens experienced the program between 1992 and 1996.

● **Home Safety Checklist Research Project*** (Falls)

Brian Laundry Hastings & Prince Edward Counties Health Unit 179 North Park St. Belleville ON, K8P 4P1	Program Type Education/Awareness, Technical Program Location Target Age Group Source of Funding Evaluated Yes/No Start Date Description	Hastings & Prince Edward Counties, Ontario Adult 65+ Ontario Ministry of Health (EHS) Eff. Rating May work 1995 End Date 1996 Create a valid and reliable Home Safety/Fall Prevention checklist and training program.
Phone 613-966-5500 Fax 613-966-9418	Evaluation	Expect to have a valid and reliable checklist and training process - project not complete (?).

*Described in *Profile of Community Projects, 1995-96.*

● **Home Safety Maintenance Program** (Falls)

Bonny Barry Canadian Red Cross Region of Peel 71 West Dr., Unit 24 Brampton ON, L6T 5E2	Program Type Education/Awareness, Technical Program Location Target Age Group Source of Funding Evaluated Yes/No No Start Date Description	Peel Region, Ontario Adult 65+ New Horizons grant + installation fees waived by Hunts Convalescent Equipment Co. Eff. Rating May work 995 End Date 1997 Installation of basic safety equipment in seniors' homes to help them maintain their functional mobility.
Phone 905-542-9313 Fax 905-874-0482 Email rcpeel@ican.net	Evaluation	None reported.

● **Injury Prevention News** (Falls, Suicide, Alcohol, Seatbelt, Cyclist)

Bev Woods, Manager Ontario Injury Prevention Resource Centre c/o OPHA 468 Queen St. E, Suite 202 Toronto ON, M5A 1T7	Program Type Education/Awareness Program Location Target Age Group Source of Funding Evaluated Yes/No No Start Date Description	Ontario All ages Funding through Ontario Ministry of Health, Emergency Services Branch Eff. Rating May work 1994 End Date ongoing Newsletter of the Ontario Injury Prevention Resource Centre.
Phone 416-367-3313 / 1-800- 267-6817 ext 25 Fax 416-367-2844 Email injury@web.net Website www.opha.on.ca/opha/	Evaluation	Distribute current information on injury programming in Ontario.

● **Kingston Frontenac Lennox & Addington Falls Coalition*** (Falls)

Shirley Albinson, Public Health Nurse Kingston, Frontenac and Lennox & Addington Health Unit 221 Portsmouth Ave. Kingston ON, K7M 1V5	Program Type Education/Awareness, Technical Program Location Target Age Group Source of Funding Evaluated Yes/No Start Date Description	Eastern Region, Ontario (5 areas) Adult 65+ Ontario Ministry of Health (EHS); corporate sponsorship (?) Eff. Rating May work 1995 End Date ongoing Research on falls incidence in area; focus group about winter walking conditions; snow and ice audits; rewards for snow removal; media campaign.
Phone 613-549-1232 Fax 613-549-7896	Evaluation	Evaluation not completed - random audits; collection of fall data.

*Described in *Profile of Community Projects, 1995-96.*

● **OMA Recommendations for the Prevention of Falls in Elderly** (Falls)

<p>Ontario Medical Association Website www.oma.org</p>	<p>Program Type Education/Awareness, Policy Program Location Ontario Target Age Group Adult 65+ Source of Funding Evaluated Yes/No No Start Date Description Evaluation</p>	<p>Eff. Rating May work April 1992 End Date ongoing Five recommendations for primary health care professionals. Recommendations based on known risk factors for falls (e.g., multiple _ use, physical inactivity).</p>
--	--	--

● **Ontario Trauma Registry** (MVC, Falls, Cyclist, Other - Poisonings & late effects of injury not included)

<p>Daria Parsons, Director Ontario Trauma Registry 250 Ferrand Drive Toronto, ON, M3C 2T9 Phone (416) 467-3508 Website www.cihi.ca/ppsostr1.htm</p>	<p>Program Type Education/Awareness, Technical Program Location Toronto, Ontario Target Age Group All ages Source of Funding Funded through Ontario Ministry of Health Evaluated Yes/No No Start Date 1993 Description Evaluation</p>	<p>Eff. Rating May work End Date ongoing Data collection system for hospital admissions and deaths due to injury. No evaluation of effect of data on policy or programs.</p>
--	--	--

● **Physical Activity as Therapy for Osteoporosis** (Falls)

<p>Prior, J.C., Barr, S.I., Chow, R. Osteoporosis Society of Canada, <i>Can Med Assoc J</i> 155:940-944, 1996. Consensus Statement (1995 Conference)</p>	<p>Program Type Education/Awareness, Technical Program Location Canada Target Age Group Adult 65+ Source of Funding Sponsored by: Dairy Farmers of Canada, Eli Lilly Canada, Hoffman-La Roche, Merck Frosst, Proctor & Gamble Evaluated Yes/No Yes Start Date Description Evaluation</p>	<p>Eff. Rating Works unknown End Date 1995 Regular, moderate physical activity is recommended for those with osteoporosis; community group exercise programs are beneficial; weight loss should be avoided. Consensus statement based on research review; recommendations in agreement with US CDC and American College of Sports Medicine.</p>
---	--	---

● **Pills and Spills** (Falls, Alcohol, Other - Medication use)

<p>Pills and Spills Peterborough County-City Health Unit 10 Hospital Dr. Peterborough ON, K9J 8M1 Phone 705-743-1000 Fax 705-743-2897 Email nwestbro@pcchu.peterborough.on.ca</p>	<p>Program Type Education/Awareness Program Location Peterborough, Ontario Target Age Group Adult 65+ Source of Funding Evaluated Yes/No No Start Date Description Evaluation</p>	<p>Eff. Rating May work unknown End Date ongoing Seniors play which examines issues of falls, medication and alcohol use among seniors. None reported.</p>
--	--	--

● **Preventing Falls in the Elderly - Mobilizing the Community*** (Falls, Other - Seniors identified other safety concerns)

<p>Celine Rivet and Françoise Laframboise North Bay & District Health Unit P.O. Box 450, 101 McIntyre St. West North Bay ON, P1B 8J1</p> <p>Phone 705-474-1400 Fax 705-474-8252</p>	<p>Program Type Education/Awareness Program Location North Bay and District , Ontario Target Age Group Adult 65+ Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description Community Planning Days - 80 seniors took part in participatory activities to establish priority issues and action plans for the prevention of falls in the elderly in their communities.</p> <p>Evaluation Seniors identified priorities other than falls (e.g., safety issues in stores; a need for increased police presence).</p>
---	--

*Described in *Profile of Community Projects, 1995-96.*

● **Prevention of Falls - Occupational Therapist's Perspective** (Falls)

<p>Website www.hippocrates.family.med/ualberta.ca/newsletter</p>	<p>Program Type Education/Awareness, Technical Program Location Alberta, Canada Target Age Group Adult 65+ Source of Funding Evaluated Yes/No No Eff. Rating May work Start Date unknown End Date ongoing (97) Description Practical information on prevention of falls in the elderly. Evaluation None reported.</p>
---	---

● **Reducing Injuries Due to Falls in the Elderly*** (Falls)

<p>Jane Parkinson Quality Management St. Joseph's Health Centre Richmond St. London ON,</p> <p>Phone 519-646-6000 Fax 519-646-6006</p>	<p>Program Type Education/Awareness, Technical Program Location City of London, Ontario Target Age Group Adult 65+ Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description Community-Wide Health Improvement Learning Collaborative organized; developed fall risk assessment tool; patients discharged from ER with walker not crutches; education workshops; exercise programs; health fair; consultation.</p> <p>Evaluation Additional risk factors for falls identified: arthritis, use of crutches after ER visit, most falls were in getting out of tub, shower.</p>
--	--

*Described in *Profile of Community Projects, 1995-96.*

● **Risk Factor Abatement Strategy for Fall Prevention*** (Falls)

Tinetti, M.E., Baker, D.I. et al.	Program Type	Technical
Article in: <i>New England J Med</i> , 331(13): 821-827, 1994.	Program Location	USA
	Target Age Group	Adult 65+
	Source of Funding	Federal government funding as part of FICSIT trials
	Evaluated Yes/No	Yes
	Eff. Rating	Works well
	Start Date	1993
	End Date	1994
	Description	Home visits by a nurse practitioner, physiotherapist or both - interventions designed specific to risk factors - those at risk for falling.
	Evaluation	Randomized control trial; part of FICSIT series of trials; 25-30 patients of each of 16 participating physicians randomly selected to intervention or control groups.

*Described in *Best Practice Programs for Injury Prevention*.

● **Senior Safety Network - Windsor Essex County Injury Prevention Coalition*** (Falls)

Mary Anne Hamelin	Program Type	Education/Awareness
VON Home Care Program	Program Location	Windsor, Ontario
3000 Temple Dr.	Target Age Group	Adult 65+
Windsor ON, N8W 5J6	Source of Funding	Ontario Ministry of Health (EHS)
	Evaluated Yes/No	No
	Eff. Rating	May work
Phone 519-974-1370	Start Date	1995
Fax 519-974-1746	End Date	ongoing (?)
	Description	Developed an education manual re: seniors' safety; workshops and train-the-trainer workshops; workshop for caregivers; distributed pamphlets and newsletters.
	Evaluation	Anecdotal - positive feedback from seniors' groups; involvement in coalition has increased; good response to caregivers' workshop.

*Described in *Profile of Community Projects, 1995-96*.

● **Seniors Info Exchange** (MVC, Falls, Alcohol, Other - Other senior safety issues)

Health Canada	Program Type	Education/Awareness
Division of Aging and Seniors	Program Location	Canada
Address Locator 4203A	Target Age Group	Adult 65+
Ottawa ON, K1A 0K9	Source of Funding	Federal program
	Evaluated Yes/No	No
	Eff. Rating	May work
Phone 613-952-7627	Start Date	unknown
Fax 613-957-7627	End Date	ongoing (97)
Email seniors@inet.hwc.ca	Description	Health Canada website packed with info for and about seniors and those who work with them - including facts about safety issues and injury prevention.
Website www.hc-sc.gc.ca/seniors-aines	Evaluation	Gives reports from research projects as well as projects that have not been evaluated.

● **Seniors' Program for Injury Control and Education*** (Falls)

Dr. Mark C. Hornbrook	Program Type	Education/Awareness, Technical
Kaiser Permanente Center for Health	Program Location	Portland, Oregon USA
3800 N. Kaiser Center Dr.	Target Age Group	Adult 65+
Portland OR, 97227-1098 USA	Source of Funding	Federal government funding as part of FICSIT trials
	Evaluated Yes/No	Yes Eff. Rating Works well
	Start Date	1993 End Date unknown
	Description	Education and activity program for 65+ years; 11, 90-min sessions over 4 months; at risk for falling.
	Evaluation	Part of FICSIT trials.

*Described in *Best Practice Programs for Injury Prevention*.

● **Seniors' Safety Coalition of Durham*** (Falls)

Victoria Burns, Chair	Program Type	Education/Awareness
Senior Safety Coalition	Program Location	Durham Region, Ontario
81 Bond St. West	Target Age Group	Adult 65+
Oshawa ON, L1G 1A6	Source of Funding	Ontario Ministry of Health (EHS)
	Evaluated Yes/No	No Eff. Rating May work
Phone 905-571-3501	Start Date	1995 End Date 1996
Fax 905-576-8376	Description	Collaboration with media to raise awareness about falls in the elderly and to promote Step Safety Workshop (newspapers, seniors' magazine); Step Safely pamphlet; Trainer's Kit incorporating "stories about falls".
	Evaluation	Workshops attended by students anticipating working in gerontology, professionals working with seniors and community-dwelling seniors

*Described in *Profile of Community Projects, 1995-96*.

● **Think First for Kids** (MVC, Falls, Seatbelt, Cyclist, Other - Playground, Recreation, Sports safety)

Eleanor Sam,	Program Type	Education/Awareness
Director of Program Development	Program Location	Canada
	Target Age Group	Child
	Source of Funding	Ronald McDonald Children's Charities of Canada
Phone 416-603-5212	Evaluated Yes/No	No Eff. Rating May work
	Start Date	unknown End Date ongoing
	Description	A curriculum program for elementary schools used to help gr. 1-3 students develop safety habits to minimize risk of head and spinal cord injury.
	Evaluation	None reported.

● **Wellness & Safety in the Community: Prevention of Falls in the Elderly*** (Falls)

Patricia Kelly, Executive Director	Program Type	Education/Awareness
Lambton Elderly Outreach	Program Location	Southwest Region, Ontario
396 Station St.	Target Age Group	Adult 65+
Petrolia ON, N0N 1R0	Source of Funding	Ontario Ministry of Health (EHS)
Phone 519-882-1068	Evaluated Yes/No	Yes
Fax 519-882-3802	Start Date	1995
	Description	Eff. Rating Works ongoing (?)
		Weekly sessions of "Forever Fit Wellness Clinics"; monthly 15-min health promotion presentation by professional.
	Evaluation	Significant improvement in "Timed Up and Go" - function that is related to falls; travel time for volunteers a problem; collaboration among private/public sectors and community.

*Described in *Profile of Community Projects, 1995-96*.

Prevention of Motor Vehicle Crash Injury

● (Alcohol) Server Training* (MVC, Alcohol)

Holder, H.D., Wagenaar, A.C.	Program Type	Education/Awareness, Policy
Article in: <i>Accid Anal Prev</i> , 26(1): 89-97, 1994.	Program Location	Oregon USA
	Target Age Group	Adult
	Source of Funding	Mandated by state government
	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	1986 End Date 1990-ongoing
	Description	Mandated server training program in Oregon; repeated by all servers every 5 years.
	Evaluation	Significant reduction in single-vehicle night-time crashes involving high % alcohol; 23%↓ in crashes.

*Described in *Best Practice Programs for Injury Prevention*.

● Ambassadors Program (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type	Education/Awareness, Technical
Phone 416-463-9878	Program Location	Canada
Fax 416-463-0137	Target Age Group	Adolescent
Email choose@smartrisk.ca	Source of Funding	Corporate sponsors + the Snowbirds donate time.
Website www.smartrisk.ca	Evaluated Yes/No	No Eff. Rating May work
	Start Date	1992 End Date ongoing (97)
	Description	The Snowbirds, Canada's aerobatic flying team, speak to students about managing risk as ambassadors of SMARTRISK Foundation.
	Evaluation	None reported.

● Arrive Alive Campaign (MVC, Alcohol, Other - Water transport)

Anne Leonard Ontario Community Council on Impaired Driving	Program Type	Education/Awareness
Phone 416-485-4411	Program Location	Ontario
Fax 416-485-8879	Target Age Group	All ages
	Source of Funding	Ontario Ministry of Transportation, LCBO, The Beer Store
	Evaluated Yes/No	No Eff. Rating May work
	Start Date	Summer 1997 End Date ongoing
	Description	Series of public service announcements created to bring attention to D&D at the peak time of year for D&D fatalities.
	Evaluation	Process evaluation only (i.e., of activities, sites, etc.)

● California's Youthful Drunk Driving Program* (MVC, Alcohol)

K. Featherstone 7425 Westgate Dr. Citrus Heights CA, 95610 USA	Program Type	Education/Awareness, Policy
	Program Location	California USA
	Target Age Group	16-25
	Source of Funding	Initial funds provided by federal (US) grant; program sustained through participant fees
	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	1989 End Date ongoing (94)
	Description	Education program offered 16-25 yr-olds as alternative to other penalties for DUI offence - includes Coroner's office and trauma centre visits.
	Evaluation	Repeat DUI offence significantly lower in treatment (1%-2%) than other offenders (15%-30%).

*Described in *Best Practice Programs for Injury Prevention*.

● **Canadian Children's Safety Network** (MVC, Falls, Seatbelt, Cyclist , Other- Childhood injury)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness, Technical Program Location Canada Target Age Group Child Source of Funding Supported by the Child Development Initiative of Health Canada.
Phone 416-463-9878 Fax 416-463-0137 Email ccsn@smartrisk.ca Website www.smartrisk.ca	Evaluated Yes/No No Start Date 1992 End Date ongoing (97) Description CCSN ONLIN links numerous groups and individuals across Canada who are working on childhood injury issues. Evaluation None reported.

● **Car Seat Safety Workshops*** (MVC, Seatbelt)

Valerie Lee, President Infant & Toddler Safety Association 365 Fairway Rd. S, Suite 4 A-230 Kitchener ON, N2C 2N9	Program Type Education/Awareness Program Location Waterloo Region, Ontario Target Age Group Child Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996 Description Interviews, press release, workshops @ community centres and preschools, for car dealers, for health care professionals, for retailers. Evaluation Developed handbook.
---	--

*Described in *Profile of Community Projects, 1995-96*.

● **Child Care Centres: A Community Resource for Injury Prevention*** (MVC, Seatbelt)

Stuy, M., Green, M., Doll, J. Article in: <i>Developmental & Behavioural Paediat</i> , 14(4):224-229, 1993	Program Type Education/Awareness Program Location Indiana USA Target Age Group Child, Adult Source of Funding Ontario Ministry of Health (EHS); corporate sponsors; hospital donation of services Evaluated Yes/No Yes Start Date 1993 End Date unknown Description Comprehensive safety program in a low-income child care centre; focussing on correct child restraint use. Evaluation Significant observed increase in correct child restraint use compared with control centres; increased restraint use by parents compared with control.
--	---

*Described in *Best Practice Programs for Injury Prevention*.

● **CHAT (Community & Hospital Against Trauma)*** (MVC, Alcohol, Seatbelt, Cyclist)

Fiona White, CHAT Coordinator Hamilton General Hospital East Wing, 237 Barton St. E., Rm 345, 4th Floor Hamilton ON, L8L 2X2	Program Type Education/Awareness Program Location Central West, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); corporate sponsors; hospital donation of services Evaluated Yes/No No Start Date 1993 End Date ongoing Description CHAT is a community-sponsored program designed to encourage persons to identify risk-taking behaviours and to make informed choices. Evaluation Funding for evaluation did not come through - process evaluation only - community commitment has increased.
--	---

*Described in *Profile of Community Projects, 1995-96*.

● **City Curfew Ordinances for Teenagers*** (MVC)

Preusser, D.F., Williams, A.F., et al.	Program Type Policy	
	Program Location	USA
Article in:	Target Age Group	Adolescent
<i>Accid Anal Prev</i> , 22(4):391-397,	Source of Funding	Mandated by city by-laws; variable enforcement
1990.	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	1990 End Date ongoing
	Description	Comparison of MVC injury rates for cities with different curfews - Cleveland, Columbus, Detroit, Cincinnati.
	Evaluation	MVC injuries 23% lower for age groups with curfew.

*Described in *Best Practice Programs for Injury Prevention*.

● **Community Injury Prevention Video-"It Could Have Been Worse"*** (MVC, Alcohol, Seatbelt, Cyclist)

Peterborough County-City Health Unit	Program Type Education/Awareness	
10 Hospital Dr.	Program Location	Peterborough, Ontario
Peterborough ON, K9J 8M1	Target Age Group	Adolescent
	Source of Funding	Ontario Ministry of Health (EHS); financial support and in-kind donations from area businesses, individuals and service clubs
Phone 705-743-1000	Evaluated Yes/No	No Eff. Rating May work
Fax 705-743-2897	Start Date	1995 End Date 1996
	Description	Young adults throughout the province developed and marketed video re: decision-making skills for MV occupants.
	Evaluation	Process outcomes - 82 videos distributed for education and promotion through Driver's Ed courses.

*Described in *Profile of Community Projects, 1995-96*.

● **Comprehensive Road Safety Act** (MVC, Alcohol)

Ontario Ministry of Transportation Safety Policy Branch	Program Type Policy	
	Program Location	Ontario
	Target Age Group	Adolescent, Adult
Phone 416-235-3896	Source of Funding	Passed third reading, July 1997
	Evaluated Yes/No	No Eff. Rating Works
	Start Date	97/97 End Date ongoing
	Description	Promotes road safety by addressing: drinking and driving, commercial vehicles, general school bus safety.
	Evaluation	Research in other jurisdictions indicates that more severe D&D policy reduces MVC injuries and fatalities.

● **Drinking Driving Law Enforcement & Legal BAC Limit** (MVC, Alcohol)

Program Type	Education/Awareness, Policy
Program Location	New South Wales, Australia
Target Age Group	Adult
Source of Funding	Info not available
Evaluated Yes/No	Yes Eff. Rating Works
Start Date	1980-1982 End Date ongoing
Description	A law lowering legal BAC to 0.05mg%, enforced by Random Breath Testing (RBT).
Evaluation	RBT - immediate 36% reduction in alcohol-related fatalities; legal BAC 0.05 mg% reduced fatalities by 13% on Saturday only.

● **Educational Intervention for DUI Offenders Under 18 Yrs.*** (MVC, Alcohol)

William Bruvold University of California at Berkley 503 Warren Hall, School of Public Health Berkley CA, 94701 USA	Program Type Program Location Target Age Group Source of Funding Evaluated Yes/No Start Date Description Evaluation	Education/Awareness, Policy Contra Cost, California USA Adolescent Eff. Rating Works 1983 End Date 1988-ongoing Program provides info on laws and consequences of DUI; educates re: alternatives to DUI (e.g., public transport); provides skills training in resisting peer pressure. Significant improvement in attitudes, behaviours re: DUI; significant reduction in repeat DUI offences compared to other offenders.
---	--	--

*Described in *Best Practice Programs for Injury Prevention*.

● **Get In-line for Safety; Wheel Smart Spotters Program** (MVC, Other - In-line skating)

Keri Richards, Coordinator Partners in Prevention Toronto Health Department North York Office 5100 Yonge Street, 2 nd Fl. Toronto ON, M2N 5V7 Phone 416-395-0057 Fax 416-395-7691	Program Type Program Location Target Age Group Source of Funding Evaluated Yes/No Start Date Description Evaluation	Education/Awareness, Policy North York, Ontario Child, Adolescent CAN-BIKE Program No Eff. Rating May work 1997 End Date ongoing Educate and raise awareness re: by-law for in-line skaters in North York (must wear helmet, wrist guard, knee pads - under 18 only). None reported.
---	--	---

● **Graduated Driver Licensing System (GDLS) - New Zealand** (MVC)

Reeder, A.I., Chalmers, I.J., Langley, J.D. Univ of Otago Medical School Dept of Preventive & Social Medicine Dunedin, New Zealand Email treeder@gandalf .otago.ac.nz	Program Type Program Location Target Age Group Source of Funding Evaluated Yes/No Start Date Description Evaluation	Education/Awareness, Policy New Zealand 15-24 Eff. Rating Works well 1989 End Date ongoing GDLS system (start 1989) - 15-24; earlier curfew than in Ontario. Reduction in crashes and injury in both 15-19 and 20-24 yr age groups; greatest reduction (23%) for 15-19 yr olds; reduction due to decreased exposure.
---	--	--

● **HEROES** (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness Program Location Canada (started in Alberta) Target Age Group Adolescent Source of Funding Several corporate sponsors - Royal Insurance, General Motors of Canada, Bell Canada, Canadian Pacific, Canadian Red Cross
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Evaluated Yes/No No Start Date 1992 End Date ongoing (97) Description Audio-visual show to introduce teenagers to smart risk behaviour: buckle up; drive sober; look first; wear the gear; get trained. Evaluation 450,000 teens experienced the program between 1992 and 1996.

● **IMPACT (Impaired Minds Produced by Alcohol Cause Trauma)** (MVC, Alcohol, Seatbelt, Cyclist)

Nancy Paling Kent County Injury Project St. Joseph Hospital 519 King St. W Chatham ON, N7M 1G8	Program Type Education/Awareness Program Location Chatham & Kent County, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (ESB); in-kind donation of resources by hospitals
Phone 519-352-2500 Fax 519-352-5161	Evaluated Yes/No Yes Start Date 1995 End Date ongoing Description 3-Phase presentation to Grade 11 (English and French) students: education - emergency dept trauma simulation and personal story - discussion of issue with social worker Evaluation Written evaluations by students were very positive and suggested expanding program to other grades and to parents.

● **Injury Prevention News** (MVC, Falls, Suicide, Alcohol, Seatbelt, Cyclist)

Bev Woods, Manager Ontario Injury Prevention Resource c/o OPHA 468 Queen St. E, Suite 202 Toronto ON, M5A 1T7	Program Type Education/Awareness Program Location Ontario Target Age Group All ages Source of Funding Funding through Ontario Ministry of Health (EHS)
Phone 416 367-3313 / 1- 800-267-6817 ext 25 Fax 416-367-2844 Email injury@web.net Website www.opho.on.ca/opho/	Evaluated Yes/No Yes Start Date 1994 End Date ongoing Description Newsletter of the Ontario Injury Prevention Resource Centre. Evaluation Distribute current information on injury programming in Ontario.

● **MADD Matters - MADD Organization** (MVC, Alcohol)

MADD Canada National Office 6507C Mississauga Rd Mississauga ON, L5N 1A6	Program Type Education/Awareness, Policy Program Location Canada - various location Target Age Group All ages Source of Funding Official partners; corporate partners; associate partners Evaluated Yes/No Yes Eff. Rating May work Start Date unknown End Date ongoing Description Organization and Newsletter - mission is to stop impaired driving and support victims of this violent crime. Evaluation Influence on alcohol-related public policy has not been evaluated.
Phone 1-800-665-6233 Fax 905-813-8920 Email maddinfo@madd.ca Website www.madd.ca	

● **Mock Car Crash & Emergency Response Demonstration*** (MVC, Seatbelt)

Sharon Manchee Scarborough Safety VINE Toronto Public Health, Scarborough Office 55 Town Centre Court, Suite 500 Scarborough ON, M1P 4X4 Phone 416-396-7391 Fax 416-396-5299	Program Type Education/Awareness Program Location Scarborough, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No Yes Eff. Rating May work Start Date 1995 End Date 1996 Description Video of mock crash and "Seeing is Believing..."; Injury Prevention Market Place; Injury Prevention Public Forum. Evaluation 1400 students at mock crash; video produced & schools agreed to use it; video purchased by other groups.
---	--

*Described in *Profile of Community Projects, 1995-96*.

● **Next Generation CHAT (Community & Hospitals against Trauma)*** (MVC, Alcohol, Seatbelt)

Linda Dayler, Community Program Developer Council on Trauma Prevention, Central West Hamilton General Hospital East Wing, 237 Barton St. E, Rm 345, 4th Floor Hamilton ON, L8L 2X2 Phone 905-528-8300 Fax 905-525-4994	Program Type Education/Awareness Program Location Hamilton-Wentworth Regional Municipality, Ontario Target Age Group Adult Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description Education program to increase awareness of adults 25-44 yrs of age to risk behaviours and their consequences. Evaluation Anecdotal - feedback from program was positive.
--	--

*Described in *Profile of Community Projects, 1995-96*.

● **Ontario Trauma Registry** (MVC, Falls, Cyclist, Other - Poisonings & late effects of injury not included)

Daria Parsons, Director Ontario Trauma Registry 250 Ferrand Drive Toronto ON, M3C 2T9	Program Type Education/Awareness, Technical Program Location Toronto, Ontario Target Age Group All ages Source of Funding Funded through Ministry of Health Evaluated Yes/No No Start Date 1993 End Date ongoing
Phone (416) 467-3508	Description Data collection system for hospital admissions and deaths due to injury.
Website www.cihi.ca/ppsostr1.htm	Evaluation No evaluation of effect of data on policy or programs.

● **Operation Lookout*** (MVC, Alcohol)

John Hymers Against Drunk Driving P.O. Box 397 Station "A" Brampton ON, L6V 2L3	Program Type Education/Awareness, Policy Program Location Peel Region, Ontario Target Age Group Adult Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996
Phone 905-793-4233 Fax 905-793-4233	Description A program which encourages citizens to report impaired drivers to the local police.
	Evaluation Bus signs up across Peel for 2.5 mos; cooperation with Peel Police, ADD, Campaign House, Trans-Ad.

*Described in *Profile of Community Projects, 1995-96*.

● **Operation Lookout - High Schools** (MVC, Alcohol)

Barry White R.I.D.E. Program Metro Toronto Police Services	Program Type Education/Awareness, Policy Program Location Toronto, Ontario Target Age Group Adolescent Source of Funding Metro Transportation, Toronto West Collision Reporting Centre Evaluated Yes/No No Start Date 1997 End Date ongoing(?)
Phone 416-808-1919	Description Operation Lookout is a type of "Crime Stoppers" for impaired driving which encourages anyone who spots a DD to phone in.
	Evaluation None reported.

● **PARTY Program/PARTY-Sound Project*** (MVC, Alcohol, Seatbelt, Cyclist)

Marilee Koenderink Muskoka-Parry Sound Health Unit 10 Pine St. Bracebridge ON, P1L 1N3	Program Type Education/Awareness Program Location Muskoka-Parry Sound, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS); in-kind donation of resources by hospitals Evaluated Yes/No No Start Date 1995 End Date 1996
Phone 705-382-2018 Fax 705-382-2931	Description Prevent Alcohol Related Trauma in Youth - ongoing injury education program for Grade 11 students; make prevention-oriented choices; use emergency trauma situations.
	Evaluation Evaluation was to be done at end of 95/96 school yr (?) - 3-month post-program surveys to evaluate behaviour change; 70-75% of students reached.

*Described in *Profile of Community Projects, 1995-96*.

● **Prevention Program for Young Drivers in North Durham Region*** (MVC, Alcohol)

Frank Murphy, Executive Director Head Injury Association of Durham Region 459 Bond St. East Oshawa ON, L1G 1B9	Program Type Education/Awareness Program Location Durham Region, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996 Description Development of student injury prevention groups in four high schools and support for their activities; Arrive Alive Video Dance.
Phone 905-723-2732 Fax 905-723-4936	Evaluation Anecdotal - successful student involvement in delivering safety message; established "In the Driver's Seat" program.

*Described in *Profile of Community Projects, 1995-96*.

● **Prevention of Impaired Driving Injuries*** (MVC, Alcohol)

Rin Van Hemert 129 Eastman Crescent Newmarket ON, L3Y 5S1	Program Type Education/Awareness Program Location York Region, Ontario Target Age Group All ages Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996 Description "Don't Make Prom Night Your Last"; speaking to offenders, schools, employees, community groups.
Phone 905-895-5924	Evaluation Anecdotal(?) - teens have decided not to drink and drive or ride with impaired driver.

*Described in *Profile of Community Projects, 1995-96*.

● **Road Safety Marketing Office - Central Region** (MVC, Alcohol, Seatbelt, Cyclist)

Mati Holland, Paola Gemmiti, Regional Planners Ontario Ministry of Transportation Road Safety Marketing Office 1201 Wilson Ave., East Bldg, Rm 215 Toronto ON, M3M 1J8	Program Type Education/Awareness Program Location Central Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 416-235-5118	Evaluation None reported.

● **Road Safety Marketing Office - Eastern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Paul Allore, Regional Planner Ontario Ministry of Transportation Postal Bag 4000, 355 Counter St Kingston ON, K7L 5A3	Program Type Education/Awareness Program Location Eastern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 613-545-4608	Evaluation None reported.

● **Road Safety Marketing Office - Northern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Doug Herbrand, Regional Planner Ontario Ministry of Transportation 447 McKeown Ave. North Bay ON, P1B 8L2	Program Type Education/Awareness Program Location Northern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Eff. Rating May work Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 705-497-5453	Evaluation None reported.

● **Road Safety Marketing Office - Northwestern Region** (MVC, Acohol, Seatbelt, Cyclist)

Tom Marinis, Regional Planner Ontario Ministry of Transportation Road Safety Marketing Office PO Box 1177, 615 South James Rd. Thunder Bay ON, P7C 4X9	Program Type Education/Awareness Program Location Northwestern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Eff. Rating May work Start Date unknown End Date ongoing Description Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 807-473-2198	Evaluation None reported.

● **Road Safety Marketing Office - Southwestern Region** (MVC, Alcohol, Seatbelt, Cyclist)

John Vaclavek, Regional Planner Ontario Ministry of Transportation 659 Exeter Rd London ON, N6E 1L3	Program Type Education/Awareness Program Location Southwestern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Eff. Rating May work Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 519-649-3098	Evaluation None reported.

● **S.A.F.E. Road Watch (Stop Accident Fatalities Everywhere)*** (MVC)

John Young, Assistant Director Parks & Recreation Dept. Town of Caledon 6311 Old Church Rd. Caledon East ON, L0N 1E0	Program Type Education/Awareness, Policy Program Location Caledon, Ontario Target Age Group Adult Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Eff. Rating May work Start Date 1995 End Date 1996 Description Road Watch stickers, calendars and citizen report form mailed to all homes in Caledon; promotion; conference attendance.
Phone 905-584-2272 Fax 905-584-1477	Evaluation Process evaluation - 15 citizen report forms per month; requests for program from other municipalities.

*Described in *Profile of Community Projects, 1995-96.*

● **Scarborough Teen Driving Challenge** (MVC, Seatbelt)

Judith Lang, Public Health Nurse Toronto Public, Scarborough Office, Injury Prevention Program	Program Type Education/Awareness Program Location Scarborough, Ontario Target Age Group Adolescent Source of Funding Community and corporate partners Evaluated Yes/No No Start Date 10/97 End Date 1 day
Phone 416-396-7391	Eff. Rating May work
	Description Road safety rodeo for teens; student teams from 12 Scarborough high schools compete for cash prizes; interactive displays.
	Evaluation None reported.

● **Seat Belt Project*** (MVC, Seatbelt)

Rose Anne Maracle-Ringuette Haldimand-Norfolk Regional Health Department 12 Gilbertson Dr., PO Box 247 Simcoe ON, N3Y 4L1	Program Type Education/Awareness Program Location Delhi, Ontario Target Age Group All ages Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996
Phone 519-426-6171 Fax 519-426-9974	Eff. Rating May work
	Description Seat belt audits completed by students; student development of strategies to promote proper seat restraint use (logo, mascots, t-shirts, posters, play, costumes).
	Evaluation Process evaluation only - anecdotal - students enthusiastic and eager to share learnings; difficult to maintain commitment over time.

*Described in *Profile of Community Projects, 1995-96.*

● **Seniors Info Exchange** (MVC, Falls, Alcohol, Other - Other senior safety issues)

Health Canada Division of Aging and Seniors Address Locator 4203A Ottawa ON, K1A 0K9	Program Type Education/Awareness Program Location Canada Target Age Group Adult 65+ Source of Funding Federal program Evaluated Yes/No No Start Date unknown End Date ongoing (97)
Phone 613-952-7627 Fax 613-957-7627 Email seniors@inet.hwc.ca Website www.hc-sc.gc.ca/seniors-aines	Eff. Rating May work
	Description Health Canada web site packed with info for and about seniors and those who work with them - including facts about safety issues and injury prevention.
	Evaluation Gives reports from research projects as well as projects that have not been evaluated.

● **SMARTRISK Foundation** (MVC, Alcohol, Seatbelt, Cyclist)

Dr. Robert Conn, Director SMARTRISK Foundation 658 Danforth Ave, Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness Program Location Canada Target Age Group Child, Adolescent Source of Funding Funded through various corporate sponsors and public donations (registered charity). Evaluated Yes/No No Start Date 1992 End Date ongoing (97)
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Eff. Rating May work
	Description Charitable national organization, created in 1992 to tackle the greatest health care concern facing Canadians - injuries and injury-related deaths.
	Evaluation No reported evaluation. Successful in generating public support and corporate sponsorship.

● **The Stupid Line Campaign** (MVC, Alcohol, Seatbelt, Cyclist)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness Program Location Canada Target Age Group Child, Adolescent Source of Funding Funded through various corporate sponsors and public donations (registered charity).
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Evaluated Yes/No No Eff. Rating May work Start Date 1992 End Date ongoing (97) Description Series of broadcast and public service announcements aimed at youth that introduced the concept of the "Stupid Line" - the line of choice that separates smart risk from stupid risk. Evaluation None reported.

● **Think First for Kids** (MVC, Falls, Seatbelt, Cyclist, Other - Playground, Recreation, Sports Safety)

Eleanor Sam, Director of Program Development Phone 416-603-5212	Program Type Education/Awareness Program Location Canada Target Age Group Child Source of Funding Ronald McDonald Children's Charities of Canada Evaluated Yes/No No Eff. Rating May work Start Date unknown End Date ongoing Description A curriculum program for elementary schools used to help grades 1-3 students develop safety habits to minimize risk of head and spinal cord injury. Evaluation None reported.
--	---

● **Universal Bicycle Helmet Law** (MVC, Cyclist)

Program Type Education/Awareness, Technical, Policy Program Location Victoria, Australia Target Age Group All ages Source of Funding Government; business; multi-sector collaboration (Education sector - schools, very n.b.) Evaluated Yes/No Yes Eff. Rating Works well Start Date 1981 End Date 1990-ongoing Description Mandatory bicycle helmet use law invoked in 1990 which was preceded by 10 years of comprehensive bicycle safety programming. Evaluation Comprehensive evaluation of all cyclist injury prevention initiatives over a 10-year period.
--

● **Use of Airbags & Lap/Shoulder Belts*** (MVC, Seatbelt)

Evans, L. Article in: <i>Accid Anal Prev</i> , 22(2):167-175, 1990.	Program Type Technical Program Location USA Target Age Group Adult Source of Funding Evaluated Yes/No Yes Eff. Rating Works Start Date 1990 End Date ongoing Description Evaluation of prevention of ejection by using only airbags vs lap/shoulder belt. Evaluation Drivers who switch from lap/shoulder to only airbags increase fatality risk by 41%; airbags with lap/shoulder = 18% reduction in fatalities.
--	---

*Described in *Best Practice Programs for Injury Prevention*.

● **Wheel Smart Spotters Program** (MVC, Cyclist, Other - In-line skaters)

Kerri Richards, Coordinator
 Partners in Prevention
 Toronto Public Health,
 North York Office
 5100 Yonge St., 2nd floor
 Toronto ON, M2N 5V7

Phone 416-395-0057
 Fax 416-395-7691

Program Type	Education/Awareness, Policy
Program Location	North York, Ontario
Target Age Group	All ages
Source of Funding	Part of public health unit programming
Evaluated Yes/No	No
Eff. Rating	May work
Start Date	1997
End Date	1997
Description	Promote safe in-line skating and cycling in the community - rewards for cyclists/bladers who are wearing gear and obeying safety rules
Evaluation	None reported.

Prevention of Suicide

● Adolescent Suicide Prevention: Current Research (Suicide)

Garland, A.F., Zigler, E.	Program Type	Education/Awareness, Technical, Policy
Article in:	Program Location	USA
<i>Am Psychol</i> , 48(2):169-82, 1993.	Target Age Group	Adolescent
	Source of Funding	
	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	unknown End Date 1993
	Description	Social policy implications of current research for adolescent suicide prevention: primary prevention efforts, firearm management, etc.
	Evaluation	Review of current research re: adolescent suicide prevention strategies.

● Adolescent Suicide Prevention: "First/Second generation" (Suicide)

Berman, A.L., Jobes, D.A.	Program Type	Education/Awareness
Article in:	Program Location	USA
<i>Suicide Life Threat Behav</i> , 25(1):	Target Age Group	Adolescent
143-154, Spring 1995.	Source of Funding	
	Evaluated Yes/No	Yes Eff. Rating Works
	Start Date	unknown End Date 1995
	Description	Effective "first generation" and "second generation" suicide prevention programs are presented.
	Evaluation	Review of effective "first generation" and "second generation" adolescent suicide prevention strategies.

● CAVEAT - Canadians Against Violence Everywhere... (Suicide, Other - Violence - related to suicide in firearm control)

CAVEAT Head Office	Program Type	Education/Awareness, Policy
Suite 3-164,	Program Location	Canada - Ontario, British Columbia, Alberta
3350 Fairview St.	Target Age Group	All ages
Burlington ON, L7N 3L5	Source of Funding	Membership fees, donations
Phone 905-632-1733	Evaluated Yes/No	Yes Eff. Rating May work
Fax 905-632-3039	Start Date	1992 End Date ongoing
Email info@caveat.org	Description	Advocacy organization - two published newsletters (<i>STOPWATCH</i> and <i>Reality</i>) - lobbying for changes in Justice System.
Website www.caveat.org	Evaluation	Influence on violence-related public policy has not been evaluated.

● Contemporary Model for Suicide Prevention (Suicide, Other)

Silverman MM, Felner RD	Program Type	Education/Awareness, Technical
Chicago IL	Program Location	USA
USA	Target Age Group	Adolescent, Adult
Article in:	Source of Funding	
<i>Suicide Life Threat Behav</i> , 25	Evaluated Yes/No	Yes Eff. Rating May work
(Suppl.1): 70-81, 1995.	Start Date	unknown End Date 1995
	Description	Model proposed by the Institute of Medicine of the National Academy of Sciences.
	Evaluation	Proposed model for prevention based on theoretical framework.

● **Elderly suicide prevention** (Suicide)

McIntosh, J.L. Indiana University South Bend, Department of Psychology South Bend IN, 46634 USA	Program Type Education/Awareness, Technical Program Location USA Target Age Group Adult 65+ Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1995 Description Effective programs described and a range of measures for prevention are suggested. Evaluation Review of effective suicide prevention programs for the elderly.
---	--

● **Injury Prevention News** (MVC, Falls, Suicide, Alcohol, Seatbelt, Cyclist)

Bev Woods, Manager Ontario Injury Prevention Resource Centre c/o OPHA 468 Queen St. E, Suite 202 Toronto ON, M5A 1T7 Phone 416-367-3313 / 1- 800- 267-6817, ext. 25 Fax 416-367-2844 Email injury@web.net Website www.ophan.on.ca/ophan/	Program Type Education/Awareness Program Location Ontario Target Age Group All ages Source of Funding Funding through Ontario Ministry of Health, Emergency Services Branch Evaluated Yes/No No Start Date 1994 End Date ongoing Description Newsletter of the Ontario Injury Prevention Resource Centre. Evaluation Distribute current information on injury programming in Ontario.
--	---

● **Physicians for Social Responsibility** (Suicide)

Physicians for Social Responsibility Los Angeles CA, USA Website www.labridge.com/PSR/guns-suicide.htm	Program Type Education/Awareness, Policy Program Location USA Target Age Group Adolescent Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1994 Description Firearms and Suicide - paper recommending removal of firearms from the homes of teens with a history of affective illness. Evaluation Evidence of relationship between presence of firearms in homes and suicide in adolescents, especially those with affective illness.
--	---

● **Strategies of Suicide Prevention: Focus on Health Care** (Suicide)

Rihmer, Z. Article in: <i>J Affect Disord</i> , 39(2);83-91, July 1996.	Program Type Education/Awareness, Technical Program Location Hungary Target Age Group Adolescent, Adult Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1996 Description Recent strategies proved effective in reduction of suicide rate by addressing risk factors for suicide. Evaluation Review of effective strategies of health care intervention in prevention of suicide.
--	---

● **Suicide Prevention: A Classroom Presentation to Adolescents** (Suicide)

<p>Ciffone, J. Larkin High School School District U-46 Elgin IL, 60120 USA</p>	<p>Program Type Education/Awareness Program Location Elgin, Illinois USA Target Age Group Adolescent Source of Funding Evaluated Yes/No Yes Start Date Unknown End Date 1993 Description Attitudes about suicide pre- and post- classroom presentation. Evaluation Significant shift from undesirable to desirable attitudinal responses in 6 of 8 targeted areas.</p>
--	--

● **Suicide Prevention: Availability of Means - Medication** (Suicide, Other)

<p>Carlsten, A., Allebeck, P., Brandt, L. Article in: <i>Acta Psychiatr Scand</i>, 94(2): 94-100, August 1996.</p>	<p>Program Type Policy Program Location Gotborg, Sweden Target Age Group Adolescent, Adult Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1995 Description Changes in prescribing antidepressants, barbiturates, neuroleptics, analgesics. Evaluation Incidence of suicide by barbiturates decreased in step with decrease in sales of barbiturates; sales of antidepressants and analgesics increased and so did suicides by these means.</p>
---	--

● **Suicide Prevention Centers** (Suicide)

<p>Lester, D. Center for the Study of Suicide Blackwood NJ, 08012 USA</p>	<p>Program Type Education/Awareness, Technical Program Location New Jersey USA Target Age Group Adolescent, Adult Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1993 Description Presence of a suicide prevention center in a state. Evaluation The presence of a suicide prevention center was negatively associated with changes in suicide rates between 1970 and 1980, indicating a preventive effect.</p>
---	---

● **Suicide Prevention: Depression Training Program for GPs** (Suicide)

<p>Rihmer, Z., Rutz, W., Pihlgren, H. Budapest, Hungary Article in: <i>J Affect Disord</i>, 35(4):147-152 December 1995.</p>	<p>Program Type Education/Awareness Program Location Gotland, Sweden Target Age Group Adolescent, Adult Source of Funding Evaluated Yes/No Yes Start Date unknown End Date 1995 Description Postgraduate training program on diagnosis and treatment of depression for all GPs in Gotland, Sweden. Evaluation The suicide rate and the proportion of depressive suicides in Gotland, Sweden was significantly lower after the GP training.</p>
---	--

● **Youth Suicide Prevention Programs: A Resource Guide** (Suicide)

<p>O'Carroll, P.W., Potter, L.B., Mercy, J.A.</p> <p>Article in: <i>MMWR Morb Mortal Wkly Rep</i>, RR-43(6):1-7, April 22, 1994.</p>	<p>Program Type Education/Awareness, Technical</p> <p>Program Location USA</p> <p>Target Age Group Adolescent</p> <p>Source of Funding Published by the Center for Disease Control's National Center for Injury Prevention, Atlanta Georgia</p> <p>Evaluated Yes/No Yes Eff. Rating Works</p> <p>Start Date unknown End Date 1994</p> <p>Description Describes the rationale and effectiveness of various suicide prevention strategies.</p> <p>Evaluation Review of effective adolescent suicide prevention programs.</p>
--	--

Promotion of Seat Restraint Use

● **Ambassadors Program** (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness, Technical Program Location Canada Target Age Group Adolescent Source of Funding Corporate sponsors + the Snowbirds donate time. Evaluated Yes/No No Start Date 1992 End Date ongoing (97)
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Description The Snowbirds, Canada's aerobatic flying team, speak to students about managing risk as ambassadors of SmartRisk Foundation. Evaluation None reported.

● **Canadian Children's Safety Network** (MVC, Falls, Seatbelt, Cyclist , Other - Childhood injury)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness, Technical Program Location Canada Target Age Group Child Source of Funding Supported by the Child Development Initiative of Health Canada. Evaluated Yes/No No Start Date 1992 End Date ongoing (97)
Phone 416-463-9878 Fax 416-463-0137 Email ccsn@smartrisk.ca Website www.smartrisk.ca	Description CCSN ONLIN links numerous groups and individuals across Canada who are working on childhood injury issues. Evaluation None reported.

● **Car Seat Safety Workshops** (MVC, Seatbelt)

Valerie Lee, President Infant & Toddler Safety Association 365 Fairway Rd. S, Suite 4 A-230 Kitchener ON, N2C 2N9	Program Type Education/Awareness Program Location Waterloo Region, Ontario Target Age Group Child Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996
Phone 519-570-0181 Fax 519-576-3076	Description Interviews, press release, workshops @ community centres and preschools, for car dealers, for health care professionals, for retailers. Developed handbook. Evaluation

*Described in *Profile of Community Projects, 1995-96*.

● **CHAT (Community & Hospital Against Trauma)*** (MVC, Alcohol, Seatbelt, Cyclist)

Fiona White, CHAT Coordinator	Program Type	Education/Awareness
Hamilton General Hospital	Program Location	Central West Ontario
East Wing, 237 Barton St. E., Rm	Target Age Group	Adolescent
345, 4th Floor	Source of Funding	Ontario Ministry of Health (EHS); corporate sponsors; hospital donation of services
Hamilton ON, L8L 2X2	Evaluated Yes/No	No
Phone 905-528-7149	Start Date	1993
Fax 905-525-4994	Description	CHAT is a community-sponsored program designed to encourage persons to identify risk-taking behaviours and to make informed choices.
	Evaluation	Funding for evaluation did not come through - process evaluation only - community commitment has increased.

*Described in *Profile of Community Projects, 1995-96*.

● **Child Care Centres: A Community Resource for Injury Prevention*** (MVC, Seatbelt)

Stuy, M., Green, M., Doll, J.	Program Type	Education/Awareness
Article in:	Program Location	Indiana USA
<i>Developmental & Behavioural</i>	Target Age Group	Child, Adult
<i>Paediat</i> , 14(4):224-229, 1993.	Source of Funding	
	Evaluated Yes/No	Yes
	Start Date	1993
	Description	Comprehensive safety program in a low-income child care centre; focussing on correct child restraint use.
	Evaluation	Significant observed increase in correct child restraint use compared with control centres; increased restraint use by parents compared with control.

*Described in *Best Practice Programs for Injury Prevention*.

● **Community Injury Prevention Video-"It Could Have Been Worse"*** (MVC, Alcohol, Seatbelt, Cyclist)

Peterborough County-City Health Unit	Program Type	Education/Awareness
10 Hospital Dr.	Program Location	Peterborough, Ontario
Peterborough ON, K9J 8M1	Target Age Group	Adolescent
	Source of Funding	Ontario Ministry of Health (EHS); financial support and in-kind donations from area businesses, individuals and service clubs
Phone 705-743-1000	Evaluated Yes/No	No
Fax 705-743-2897	Start Date	1995
	Description	Young adults throughout the province developed and marketed video re: decision-making skills for MV occupants.
	Evaluation	Process outcomes - 82 videos distributed for education and promotion through Driver's Ed courses.

*Described in *Profile of Community Projects, 1995-96*.

● **Gearing Everyone to Act Healthy Each & Every Day - G.E.T. A.H.E.A.D.*** (Falls, Seatbelt, Cyclist, Other - Risky situations in play and life - children)

Tamiza Chaagen	Program Type	Education/Awareness
Bloorview MacMillan Centre	Program Location	Toronto, Ontario
350 Ramsey Rd	Target Age Group	Child, Adult
Toronto ON, M4G 1R8	Source of Funding	Ontario Ministry of Health (EHS); difficult to maintain ongoing funding from other sources
Phone 416-425-6220	Evaluated Yes/No	No
Fax 416-425-6557	Start Date	1995
		End Date ongoing?
	Description	Presentations to schools re: safer, healthier choices for children.
	Evaluation	18 Schools completed in first year (500 students) - positive feedback from children, teachers, parents.

*Described in *Profile of Community Projects, 1995-96*.

● **Greater Peterborough Safe Community Coalition** (Seatbelt)

	Program Type	Education/Awareness
	Program Location	Peterborough, Ontario
	Target Age Group	All ages
	Source of Funding	
	Evaluated Yes/No	Eff. Rating
	Start Date	End Date
	Description	Three-pronged community-wide health and safety program - infant/toddler seat restraint; student safety passport; small business plan.
	Evaluation	No information.

● **Grow Safely Newsletter - Infant & Toddler Safety Association** (Seatbelt, Other - Infant & toddler injury)

Infant & Toddler Safety Association	Program Type	Education/Awareness
365 Fairway Rd S,	Program Location	Waterloo, Ontario
Suite 4 A-230	Target Age Group	Child
Kitchener ON, N2C 2N9	Source of Funding	
Phone 519-570-0181	Evaluated Yes/No	No
Fax 519-576-3076	Start Date	unknown
		End Date ongoing
	Description	Reports on injury issues for infants and toddlers.
	Evaluation	None reported.

● **HEROES** (MVC, Falls, Alcohol, Seatbelt, Cyclist, Other - Risky behaviour in teens)

SMARTRISK Foundation	Program Type	Education/Awareness
658 Danforth Ave.,	Program Location	Canada (started in Alberta)
Suite 301	Target Age Group	Adolescent
Toronto ON, M4J 5B9	Source of Funding	Several corporate sponsors - Royal Insurance, General Motors of Canada, Bell Canada, Canadian Pacific, Canadian Red Cross
Phone 416-463-9878	Evaluated Yes/No	No
Fax 416-463-0137	Start Date	1992
Email choose@smartrisk.ca		End Date ongoing (97)
Website www.smartrisk.ca	Description	Audio-visual show to introduce teenagers to smart risk behaviour: buckle up; drive sober; look first; wear the gear; get trained.
	Evaluation	450,000 teens experienced the program between 1992 and 1996.

● **IMPACT (Impaired Minds Produced by Alcohol Cause Trauma)** (MVC, Alcohol, Seatbelt, Cyclist)

Nancy Paling Kent County Injury Project St. Joseph Hospital 519 King St. W Chatham ON, N7M 1G8	Program Type Education/Awareness Program Location Chatham & Kent County, Ontario Target Age Group Adolescent Source of Funding Ontario Ministry of Health (ESB); in-kind donation of resources by hospitals
Phone 519-352-2500 Fax 519-352-5161	Evaluated Yes/No Yes Start Date 1995 End Date ongoing Description 3-Phase presentation to Grade 11 (English and French) students: education - emergency dept trauma simulation and personal story - discussion of issue with social worker.
	Evaluation Written evaluations by students were very positive and suggested expanding program to other grades and to parents.

● **Injury Prevention News** (MVC, Falls, Suicide, Alcohol, Seatbelt, Cyclist)

Bev Woods, Manager Ontario Injury Prevention Resource c/o OPHA 468 Queen St. E, Suite 202 Toronto ON, M5A 1T7	Program Type Education/Awareness Program Location Ontario Target Age Group All ages Source of Funding Funding through Ontario Ministry of Health (EHS)
Phone 416 367-3313 / 1- 800-267-6817 ext 25 Fax 416-367-2844 Email injury@web.net Website www.opha.on.ca/oph/	Evaluated Yes/No Yes Start Date 1994 End Date ongoing Description Newsletter of the Ontario Injury Prevention Resource Centre. Evaluation Distribute current information on injury programming in Ontario.

● **Love Me, Buckle Me*** (Seatbelt, Other - Child Restraint Use)

Anita Sabatini Lambton Health Unit 160 Exmouth St. Point Edward ON, N7T 7Z6 Phone 519-383-8331 Fax 519-383-7092	Program Type Education/Awareness Program Location Lambton County, Ontario Target Age Group Child, Adult Source of Funding Ontario Ministry of Health (EHS)
	Evaluated Yes/No No Start Date 1995 End Date 1996 Description Education and training program to increase parents and caregivers awareness of correct child restraint use. Evaluation Goal to increase proper restraint use by 25% - final evaluation not yet completed (?).

*Described in *Profile of Community Projects, 1995-96*.

● **Mock Car Crash & Emergency Response Demonstration*** (MVC, Seatbelt)

Sharon Manchee	Program Type	Education/Awareness
Scarborough Safety VINE	Program Location	Scarborough, Ontario
Toronto Public Health, Scarborough Office	Target Age Group	Adolescent
55 Town Centre Court, Suite 500	Source of Funding	Ontario Ministry of Health (EHS)
Scarborough ON, M1P 4X4	Evaluated Yes/No	Yes
Phone 416-396-7391	Start Date	1995
Fax 416-396-5299	End Date	1996
	Description	Video of mock crash and "Seeing is Believing..."; Injury Prevention Market Place; Injury Prevention Public Forum.
	Evaluation	1400 students at mock crash; video produced & schools agreed to use it; video purchased by other groups.

*Described in *Profile of Community Projects, 1995-96*.

● **Next Generation CHAT (Community & Hospitals against Trauma)*** (MVC, Alcohol, Seatbelt)

Linda Dayler, Community Program Developer	Program Type	Education/Awareness
Council on Trauma Prevention, Central West	Program Location	Hamilton-Wentworth Regional Municipality, Ontario
Hamilton General Hospital	Target Age Group	Adult
East Wing, 237 Barton St. E, Rm 345, 4th Floor	Source of Funding	Ontario Ministry of Health (EHS)
Hamilton ON, L8L 2X2	Evaluated Yes/No	No
	Start Date	1995
	End Date	1996
	Description	Education program to increase awareness of adults 25-44 yrs of age to risk behaviours and their consequences.
	Evaluation	Anecdotal - feedback from program was positive.
Phone 905-528-8300		
Fax 905-525-4994		

*Described in *Profile of Community Projects, 1995-96*.

● **PARTY Program/PARTY-Sound Project*** (MVC, Alcohol, Seatbelt, Cyclist)

Marilee Koenderink	Program Type	Education/Awareness
Muskoka-Parry Sound Health Unit	Program Location	Muskoka-Parry Sound, Ontario
10 Pine St.	Target Age Group	Adolescent
Bracebridge ON, P1L 1N3	Source of Funding	Ontario Ministry of Health (EHS); in-kind donation of resources by hospitals
	Evaluated Yes/No	No
Phone 705-382-2018	Start Date	1995
Fax 705-382-2931	End Date	1996
	Description	Prevent Alcohol Related Trauma in Youth - ongoing injury education program for Grade 11 students; make prevention-oriented choices; use emergency trauma situations.
	Evaluation	Evaluation was to be done at end of 95/96 school yr (?) - 3-month post-program surveys to evaluate behaviour change; 70-75% of students reached.

*Described in *Profile of Community Projects, 1995-96*.

● **Road Safety Marketing Office - Central Region** (MVC, Alcohol, Seatbelt, Cyclist)

Mati Holland, Paola Gemmiti, Regional Planners Ontario Ministry of Transportation Road Safety Marketing Office 1201 Wilson Ave., East Bldg, Rm 215 Toronto ON, M3M 1J8	Program Type Education/Awareness Program Location Central Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 416-235-5118	Evaluation None reported.

● **Road Safety Marketing Office - Eastern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Paul Allore, Regional Planner Ontario Ministry of Transportation Postal Bag 4000, 355 Counter St Kingston ON, K7L 5A3	Program Type Education/Awareness Program Location Eastern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 613-545-4608	Evaluation None reported.

● **Road Safety Marketing Office - Northern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Doug Herbrand, Regional Planner Ontario Ministry of Transportation 447 McKeown Ave. North Bay ON, P1B 8L2	Program Type Education/Awareness Program Location Northern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 705-497-5453	Evaluation None reported.

● **Road Safety Marketing Office - Northwestern Region** (MVC, Alcohol, Seatbelt, Cyclist)

Tom Marinis, Regional Planner Ontario Ministry of Transportation Road Safety Marketing Office PO Box 1177, 615 South James Rd. Thunder Bay ON, P7C 4X9	Program Type Education/Awareness Program Location Northwestern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planners work with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 807-473-2198	Evaluation None reported.

● **Road Safety Marketing Office - Southwestern Region** (MVC, Alcohol, Seatbelt, Cyclist)

John Vaclavek, Regional Planner Ontario Ministry of Transportation 659 Exeter Rd London ON, N6E 1L3	Program Type Education/Awareness Program Location Southwestern Region, Ontario Target Age Group All ages Source of Funding Ministry of Transportation, Drivers & Vehicles Evaluated Yes/No No Start Date unknown End Date ongoing Description Planner works with community groups to enhance road safety programs and raise awareness of road safety activities.
Phone 519-649-3098	Evaluation None reported.

● **Scarborough Teen Driving Challenge** (MVC, Seatbelt)

Judith Lang, Public Health Nurse Toronto Public Health, Scarborough Office, Injury Prevention Program	Program Type Education/Awareness Program Location Scarborough, Ontario Target Age Group Adolescent Source of Funding Community and corporate partners Evaluated Yes/No No Start Date 10/97 End Date 1 day Description Road safety rodeo for teens; student teams from 12 Scarborough high schools compete for cash prizes; interactive displays.
Phone 416-396-7391	Evaluation None reported.

● **Seat Belt Project*** (MVC, Seatbelt)

Rose Anne Maracle-Ringuette Haldimand-Norfolk Regional Health Department 12 Gilbertson Dr., PO Box 247 Simcoe ON, N3Y 4L1	Program Type Education/Awareness Program Location Delhi, Ontario Target Age Group All ages Source of Funding Ontario Ministry of Health (EHS) Evaluated Yes/No No Start Date 1995 End Date 1996 Description Seat belt audits completed by students; student development of strategies to promote proper seat restraint use (logo, mascots, t-shirts, posters, play, costumes).
Phone 519-426-6171 Fax 519-426-9974	Evaluation Process evaluation only - anecdotal - students enthusiastic and eager to share learnings; difficult to maintain commitment over time.

*Described in *Profile of Community Projects, 1995-96*.

● **SMARTRISK Foundation** (MVC, Alcohol, Seatbelt, Cyclist)

Dr. Robert Conn, Director SMARTRISK Foundation 658 Danforth Ave, Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness Program Location Canada Target Age Group Child, Adolescent Source of Funding Funded through various corporate sponsors and public donations (registered charity). Evaluated Yes/No No Start Date 1992 End Date ongoing (97) Description Charitable national organization, created in 1992 to tackle the greatest health care concern facing Canadians - injuries and injury-related deaths.
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Evaluation No reported evaluation. Successful in generating public support and corporate sponsorship.

● **The Stupid Line Campaign** (MVC, Alcohol, Seatbelt, Cyclist)

SMARTRISK Foundation 658 Danforth Ave., Suite 301 Toronto ON, M4J 5B9	Program Type Education/Awareness Program Location Canada Target Age Group Child, Adolescent Source of Funding Funded through various corporate sponsors and public donations (registered charity).
Phone 416-463-9878 Fax 416-463-0137 Email choose@smartrisk.ca Website www.smartrisk.ca	Evaluated Yes/No No Eff. Rating May work Start Date 1992 End Date ongoing (97) Description Series of broadcast and public service announcements aimed at youth that introduced the concept of the "Stupid Line" - the line of choice that separates smart risk from stupid risk.
	Evaluation None reported.

● **Think First for Kids** (MVC, Falls, Seatbelt, Cyclist, Other - Playground, Recreation, Sports Safety)

Eleanor Sam, Director of Program Development Phone 416-603-5212	Program Type Education/Awareness Program Location Canada Target Age Group Child Source of Funding Ronald McDonald Children's Charities of Canada Evaluated Yes/No No Eff. Rating May work Start Date unknown End Date ongoing Description A curriculum program for elementary schools used to help grades 1-3 students develop safety habits to minimize risk of head and spinal cord injury.
	Evaluation None reported.

● **Use of Airbags & Lap/Shoulder Belts*** (MVC, Seatbelt)

Evans, L. Article in: <i>Accid Anal Prev</i> , 22(2):167-175, 1990.	Program Type Technical Program Location USA Target Age Group Adult Source of Funding Evaluated Yes/No Yes Eff. Rating Works Start Date 1990 End Date ongoing Description Evaluation of prevention of ejection by using only airbags versus lap/shoulder belt.
	Evaluation Drivers who switch from lap/shoulder to only airbags increase fatality risk by 41%; airbags with lap/shoulder = 18% reduction in fatalities.

*Described in *Best Practice Programs for Injury Prevention*.

Index

1995 Cycling Ambassador Program, 9

Active & Safe in the Winter, 31

Adolescent Suicide Prevention: Current Research, 55

Adolescent Suicide Prevention: "First/Second Generation", 55

Against Drunk Driving, 26, 49

Alcohol Policy Network, 26

(Alcohol) Server Training, 22, 43

Alzheimer's Society, Brantford, 31

Ambassadors Program, 9, 22, 31, 43, 59

Are You in Jeopardy?, 31

Arrive Alive Campaign, 22, 43

Audio Cassette Tape on Falls for Family Practice, 32

Bicycle Helmet Promotion Campaign, 9

Bicycle Helmet Safety Education Program, 10

Bicycle Injury Prevention Project, 10

Bicycle Safety, 10

BikeRight Bicycle Safety Camp, 10

Bloorview Macmillan Centre, 13, 36, 60

Build for Life, Preventing Falls by Promoting Safe Homes, 32

Build for Life Project, 32

California's Youthful Drunk Driving Program, 23, 43

CAN-BIKE, 11

Canadian Children's Safety Network, 11, 32, 44, 59

Canadian Cycling Association, 11

Canadian Red Cross, Region of Peel, 37

Car Seat Safety Workshops, 44, 59

CAVEAT - Canadians Against Violence Everywhere ..., 55

Center for the Study of Suicide, 57

Centers for Disease Control & Prevention, 20

CHAT (Community & Hospital Against Trauma), 11, 22, 44, 60

Child Care Centres: A Community Resource for Injury Prevention, 44, 60

Citizens for Safe Cycling, 17

City Curfew Ordinances for Teenagers, 45

Cleveland Clinic Foundation, 14

Community Bicycle Helmet Campaign, 11

Community Injury Prevention - Seniors' Project, 33

Community Injury Prevention Video - "It Could Have Been Worse", 12, 23, 45, 60

Comprehensive Road Safety Act, 23, 45

Contemporary Model for Suicide Prevention, 55

Cost-effective Analysis of Bicycle Helmet Subsidies, 12

Cycle Helmet Ordinances - <16 years, 12

Cycling Education, 13

Cycling Injury Prevention Program, 13

Division of Behavioral & Social Research, 33

Drinking Driving Law Enforcement & Legal BAC Limit, 24, 46

Educational Intervention for DUI Offenders Under 18 Yrs, 24, 46

Elderly Suicide Prevention, 55

Emory University School of Medicine, 33

Epilepsy Timmins & Area, 21

Fall Prevention Program, 35

Falls and Mobility Network, 35

Family Physician Promotion of Cycle

Helmet Use, 13

FICSIT, 33

FICSIT - Atlanta - Tai Chi and Balance Training, 33

FICSIT - Boston - Resistance Training & Nutrition Supplements, 33

FICSIT - Exercise & Balance Interventions, 34

FICSIT - Iowa - Hip Joint Protective Garment, 34

FICSIT - MoveIt - Endurance & Strength Training, 34

FICSIT - Seniors' Program for Injury Control & Education, 34

FICSIT - Yale - Multi-risk Factor Reduction for Falls, 35

Four Counties Community Services & Safety, 35

Four Counties General Hospital, 35

Gearing Everyone to Act Healthy Each & Every Day - G.E.T. A.H.E.A.D., 13, 36, 61

Get In-line for Safety; Wheel Smart Spotters Program, 46

Graduated Drive Licensing System, 46

Greater Peterborough Safe Community Coalition, 61

Group Health Cooperative, 12

Grow Safely Newsletter, 61

Haldimand-Norfolk Regional Health Department, 10, 52, 65

Hamilton General Hospital, 11, 13, 22, 26, 43, 48, 59, 63

Harborview Injury Prevention and Research Center, 19

Harstad Hospital, 36

Harstad Injury Prevention Study, 36

Hastings & Prince Edward Counties Health Unit, 37

Head Injury Association of Durham Region, 17, 27, 50

Head Injury Association of Sault Ste. Marie, 18

Health Canada, Division of Aging and Seniors, 29, 40, 52

Health Council on Osteoporosis, 36

Hebrew Rehabilitation Center for the Aged, 33

Helmet & Protection of the Side of the Head, 14

Helmet Use/Helmet Legislation/ Safety Education, 14

HEROES, 14, 24, 36, 47, 61

Home Safety Checklist Research Project, 37

Home Safety Maintenance Program, 37

IMPACT (Impaired Minds Produced by Alcohol Cause Trauma), 15, 25, 47, 62

Indiana University South Bend, 55

Infant & Toddler Safety Association, 44, 60, 61

Injury Prevention News, 15, 25, 37, 47, 56, 62

Israel Ministry of Health, 16

Johns Hopkins University, 16

Kaiser Permanente Center for Health, 34, 41

Kingston Frontenac Lennox & Addington Falls Coalition, 37

Kingston, Frontenac and Lennox & Addington Health Unit, 10, 37

Kirkland Lake & District Hospital, 13

Lambton Elderly Outreach, 42

Lambton Health Unit, 62

Larkin High School, 57

London Bicycle Helmet Coalition, 15

London Health Sciences Centre, 15

Love Me, Buckle Me, 62

MADD Canada, 25, 48

MADD Matters, 25, 48

Mandatory Helmet Purchase With New Children's Bicycles, 16

Mock Car Crash & Emergency Response Demonstration, 48, 63

MORE HEALTH Bicycle Safety Project, 16

Muskoka-Parry Sound Health Unit, 17, 27, 49, 63

Nationwide Bicycle Helmet Promotion Campaign, 16

New Thinking on Drinking, 26

Next Generation CHAT, 26, 48, 63

North Bay & District Health Unit, 39

North Bay Safe Community Project, 21

OMA Recommendations for the Prevention of Falls in the Elderly, 38

Ontario Community Council on Impaired Driving, 22, 43

Ontario Injury Prevention Resource Centre, 15, 25, 37, 47, 56, 62

Ontario Medical Association, 38

Ontario Ministry of Transportation, 18, 19, 28, 29, 50, 51, 64, 65

Ontario Ministry of Transportation, Safety Policy Branch, 23, 45

Ontario Trauma Registry, 16, 38, 49

Operation Lookout, 26, 49

Operation Lookout - High Schools, 26, 49

Osteoporosis Society of Canada, 38

Ottawa-Carleton School Cycling Safety Project, 17

PARTY Program/PARTY-Sound Project, 17, 27, 49, 63

Peterborough County-City Health Unit, 12, 23, 27, 38, 45, 60

Physical Activity as Therapy for Osteoporosis, 38

Physicians for Social Responsibility, Los Angeles, 56

Pills and Spills, 27, 38

Preventing Falls in the Elderly - Mobilizing the Community, 39

Prevention '95, 17

Prevention of Falls - Occupational Therapist's Perspective, 39

Prevention of Impaired Driving Injuries, 27, 50

Prevention Program for Young Drivers in North Durham Region, 28, 50

Project Headgear, 18

R.I.D.E. Program, Metro Toronto Police Services, 26, 49

Reducing Injuries Due to Falls in the Elderly, 39

Risk Factor Abatement Strategy for Fall Prevention, 40

Road Safety Marketing Office - Central Office, 18, 28, 50, 64

Road Safety Marketing Office - Eastern Region, 18, 28, 50, 64

Road Safety Marketing Office - Northern Region, 18, 28, 51, 64

Road Safety Marketing Office - Northwestern Region, 19, 29, 51, 64

Road Safety Marketing Office - Southwestern Region, 19, 29, 51, 65

S.A.F.E. Road Watch (Stop Accident Fatalities Everywhere), 51

Sandy Hill Community Health Centre, 31

Scarborough Teen Driving Challenge, 52, 65

Seat Belt Project, 52, 65

Seattle Children's Bicycle Helmet Campaign, 19

Senior Safety Coalition, Oshawa, 41

Senior Safety Network - Windsor Essex County Injury Prevention Coalition, 40

Seniors Info Exchange, 29, 40, 52

Seniors' Program for Injury Control and Education, 41

Seniors' Safety Coalition of Durham, 41

SMARTRISK Foundation, 9, 11, 14, 19, 20, 22, 24, 29-32, 36, 43, 44, 47, 52, 53, 59, 61, 65, 66

Snowmobile & Boating Injury Prevention, 30

St. John Ambulance, Mississauga Branch, 39

St. Joseph's Health Centre (London), 39	University of Toronto, 9
St. Joseph's Hospital (Chatham), 10, 15, 25, 47, 62	University of Washington, 34
St. Joseph's Hospital (Thunder Bay), 20	Use of Airbags & Lap/Shoulder Belts, 53, 66
St. Mary's Family Practice, 11	VON Home Care Program, Windsor, 40
State Law Mandating Helmet Use for All Cyclists < 16 yrs, 20	Washington University School of Medicine, 34
Strategies of Suicide Prevention: Focus on Health Care, 56	Wellness & Safety in the Community: Prevention of Falls in the Elderly, 30
Stupid Line Campaign, The, 20, 30, 53, 66	West Parry Sound/Muskoka Health Centre, 30
Sudbury General Hospital, 10	Wheel Smart Spotters Program, 21, 54
Suicide Prevention: A Classroom Presentation to Adolescents, 57	William E. Laupus Health Science Library, 32
Suicide Prevention: Availability of Means - Medication, 57	Yale University School of Medicine, 35
Suicide Prevention Centers, 57	Youth Injury Prevention Initiative, 21
Suicide Prevention: Depression Training Program for Gps, 57	Youth Suicide Prevention Programs: A Resource Guide, 58
Sunnybrook Health Science Centre, 35	
Think First for Kids, 20, 41, 53, 66	
Thunder Bay Bicycle Helmet Coalition, 20	
Timmins Bike Helmet Coalition, 21	
Toronto City Cycling Committee, 9	
Toronto Public Health, City of York Office, 35	
Toronto Public Health, North York Office, 21, 46, 54	
Toronto Public Health, Scarborough Office, 48, 52, 63, 65	
Town of Caledon, Parks & Recreation Department, 51	
Universal Bicycle Helmet Law, 21, 53	
Université Laval, 13	
University of Birmingham, 14	
University of California at Berkley, 24, 46	
University of North Carolina, 12	
University of Otago Medical School, 46	
University of South Florida, 16	

Evaluation of World Wide Resources

Once you have had a chance to review and use this document, please complete the following questions. Your responses will guide the format of future editions of this resource.

1. As a result of reading this resource, did you learn more about web sites which would be helpful to your work? (Circle response.)

- A. NO
- B. YES

2. By reading this resource, did you get ideas about future programming? (Circle response.)

- A. NO
- B. YES --> What kinds of programming?

3. Did you pass along this resource to other people interested in Injury Prevention? (Circle response.)

- A. NO
- B. YES --> How many people? _____

4. Did you use this resource in an attempt to influence decision-makers to support Injury Prevention? (Circle response.)

- A. NO
- B. YES --> How did you use it?

5. What aspect of this resource did you like best?

6. What aspect of this resource did you like least?

7. On a scale from 1 to 10, please indicate how you would rate the usefulness of this resource to your work in Injury Prevention? (Circle one number.)

Not at all *Very*
useful *useful*
1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7 --- 8 --- 9 --- 10

8. What changes should be made to the future version of this resource so that it will be more useful?

9. Where do you work? (Circle response.)

- A. PUBLIC HEALTH UNIT
- B. VOLUNTARY ORGANIZATION
- C. NON-PROFIT ORGANIZATION
- D. COMMUNITY HEALTH CENTRE
- E. DISTRICT HEALTH COUNCIL
- F. PROVINCIAL GOVERNMENT
- G. HOSPITAL
- H. SCHOOL/SCHOOL BOARD
- I. UNIVERSITY
- J. RESEARCH CENTRE
- K. EMERGENCY HEALTH SERVICES
- L. POLICE SERVICES
- M. LIBRARY
- N. OTHER (specify) _____

Please return this form by mail or fax to:

Ontario Injury Prevention Resource Centre, c/o Ontario Public Health Association
468 Queen Street East, Suite 202, Toronto ON M5A 1T7
Fax (416) 367-2844

Thank you!