

Risk Guardian



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Injury toll drops in Ontario

The number of people who died of injuries in Ontario fell by 21% over five years, according to information from the Ontario Trauma Registry (OTR).

The OTR, funded by the Ministry of Health, was established in May 1992.

The main goal of the OTR is to help reduce injury and death by identifying, describing and quantifying trauma.

Deaths dropped from 3,958 in 1994-1995 to 3,138 in 1998-1999. Two thirds of those who died were males and the mean age of death was 53 years.

The largest percentage of injury deaths (39%) occurred among people aged 65 and older.

Falls accounted for 28% of injury deaths in 1998-99. Eighty-six per cent of these deaths occurred among people 65 and older.

Of the 386 motor vehicle occupant deaths, 41% were not wearing seatbelts. Drugs and/or alcohol were involved in 29%.

Seventy-five of the 77 work-related deaths in 1998-99 were among males.

The most commonly reported work environments were construction (18 deaths) and farming (12 deaths).

Northwestern Ontario consistently had the highest age-standardized injury death rate compared to the other five regions.

Central East consistently had the lowest death rate.

Suicides accounted for one-third of all injury-related deaths in Ontario, reported the Canadian Institute for Health Information (CIHI).



LIFE THROUGH A CHILD'S EYE: The drawing above of the Council logo by Jordan Lee Williams was part of a colouring contest organized by the Council for children in Ontario as part of Fire Prevention Week 2001. Please turn to page 3 for an update and the announcement for the 2002 theme.

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There were 1,012 deaths due to suicides and self-inflicted injuries in 1998-99.

The majority (79%) of these suicide-related deaths was among men with an average age of 44.

Additional information, including graphs, tables and reports, is available from the CIHI web site www.cihi.ca.

Look Inside!

What is an Accident?
Page 2

FPW 2002 Theme.
Page 3

Risk Watch Resources.
Page 4

Project Maple Leaf raises \$240,000

Firefighters and people throughout Canada raised \$240,000 for Project Maple Leaf, a relief fund for the



families of firefighters, police and emergency services personnel who died while trying to save lives after the September 11 terrorist attack in New York City.

Project Maple Leaf was established by the National Fire and Life Safety Foundation (NFLSF) with the support of the Fire Marshal's Public Fire Safety Council and the Canadian Association of Chiefs of Police. The fundraiser brought together the efforts of many smaller communities across Canada who wanted to financially contribute.

A cheque for \$100,000 was presented in December 2001 to the NYC Twin Tower Fund by Chair of Project Maple Leaf John Simpson, Co-chair of the Fire Marshal's Public Fire Safety Council Fire Chief Alan Speed and the secretary-treasurer of the Canadian Association of Chiefs of Police, Police Chief Barry King.

The balance of the funds will be presented to the NYC Twin Tower Fund by early March.

The intentional end of accidents

What's in a word? A lot according to injury prevention groups who view the word accident as potentially fatal.

A growing number of organizations working towards improving the safety of their communities are campaigning for the end of the word 'accident'.

Many groups believe that the word 'accident' implies that an injury-causing event is unpredictable, a divine act, a chance occurrence, unexplainable, and thus, not preventable.

In an open letter to the media, Medical Director John Tallon and Program Manager Julian Young, from Nova Scotia Trauma Program, claimed that it is more appropriate to use alternative words such as 'crash,' 'collision' and 'incident' rather than the word accident.

The letter stated: "By removing the word accident from the reporting of these stories, over time, the belief that injuries are not preventable can be changed."

Other groups campaigning for the end of the word accident include SMARTRISK, a national Canadian non-profit organization headquartered in Toronto, which is dedicated to preventing injuries and saving lives.

It has also been a long-standing editorial policy of the Ontario Fire Service Messenger, a journal published by the OFM, not to use the word accident.

It may only be a word, but by changing the language, it is hoped that behaviour and attitudes will be changed.

The renowned British Medical Journal (BMJ) announced in an editorial last summer that it had banned the inappropriate use of the word accident, arguing it was more than a "pedantic quibble."

"We believe that correct and consistent terminology will help improve understanding that injuries of all kinds — in homes, schools and workplaces, vehicles, and medical settings — are usually preventable.

"Such awareness, coupled with efforts to implement prevention strategies, will help reduce the incidence and severity of injuries," added the BMJ editorial.

Of course, this position has its opponents, particularly among language purists who can correctly argue that 'accident' denotes intent and not preventability. While this is accurate, there is no denying that the word suggests an event without responsibility, which in most cases is far from true.

The Fire Marshal's Public Fire Safety Council supports any initiative that will get people thinking about how to prevent injuries, and perhaps simply re-defining them is a good place to start.

DATES TO REMEMBER:

April 5-7: 4th Annual Risk Watch Champion Training Symposium at the Ontario Fire College.

April 11: Fire Marshal's Public Fire Safety Council General Meeting in Toronto.

May 31 - June 1: Northwestern Ontario Fire Safety Coalition conference in Dryden (please see page 4 for more information).

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Ontario firefighter helps to launch Risk Watch in Korea

Fort Frances firefighter Greg Allan helped introduce Risk Watch, a classroom based injury prevention program for children, in Korea after attending the World Health Organization Conference last May in Anchorage, Alaska.

Firefighter Allan represented the Rainy River Valley Safety Coalition and the Fort Frances Fire and Rescue Service. He presented Risk Watch to those in attendance.

He met contacts from around the world, including the Korean Safety Coalition who were interested in the Risk Watch program.

The Korean Safe Kids Foundation sent an invite to the Rainy River Valley Safety Coalition for firefighter Allan to attend in Seoul, Korea in December to present the Risk

Watch program at their conference.

Firefighter Allan accepted the invitation and presented the Risk Watch program at the Korean Safe Kids Foundation Conference.

The Korean Safe Kids Foundation purchased Risk Watch and are translating it to Korean.

Firefighter Allan reported that education receives high priority in Korea and is confident the Risk Watch program will be well received.

Fort Frances has been chosen as the host for this year's World Health Organization Conference, May 6 - 8, 2002.

For further information, contact the Fort Frances Fire and Rescue Service at 807-274-9841.

Donation reduces risk for students

The Halton Hills Risk Watch Coalition received a \$36,978 grant on January 28, 2002, from United Parcel Service (UPS) Canada.

The financial support will enable program expansion in the partnering communities of Milton, Burlington and Oakville.

UPS Canada Employee Information Services Supervisor Navin Roy and local Risk Watch teacher Heather Roy from St. Francis of Assisi School set the stage for funding by drafting and submitting a proposal to the UPS Foundation for grant consideration.

UPS employees must donate 120 hours of volunteer time for the organization to be eligible for this grant.

"Halton Hills is very excited about receiving this grant money," said Deputy Fire Chief Brian Ellsworth, champion of the Halton Hills Risk Watch program.

"This initiative enables us to provide every Halton Hills school with the Risk Watch Injury Prevention curriculum.

"UPS has definitely helped us in our effort to protect our most valued resources — our elementary school youth," he added.



CORPORATE SUPPORT: UPS Canada presents a cheque to the Halton Hills Risk Watch coalition. Pictured (from left) are Jerome Greenaway UPS Employee Relations Supervisor; Doug Appleby, UPS Employee and Community Relations Manager; Navin Roy, UPS Information Services Supervisor; Fire Marshal Bernard Moyle; Brian Ellsworth; Bev Gilbert, OFM Manager of Public Education and Media Relations; and Mark Mehlenbacher, Deputy Fire Coordinator for the Region of Halton.

Fire safety home run



Twenty teachers from Ontario won trips to Toronto through a competition organized by the Fire Marshal's Public Fire Safety Council.

While hundreds of students received McDonald's Happy Meals through colouring contests organized as part of Fire Prevention Week, the teachers were entered into a draw for the weekend giveaway.

Pictured above is one winner, Nottawa Primary School Teacher Barb Op't Hoog along with Clearview Fire Department

Deputy Chief Gerry Goorts (left), student Kirsten McFarlane from Nottawa Primary School who won a cordless telephone and a Sparky toy, and Jerry McEachern (right), Fire Prevention Educator and Committee Chair.

Clearview Fire Department has 100 members with around 14 fire prevention educators. During October's Fire Prevention Week, they visited more than 2,100 students in eight schools.

The volunteer fire department averages at least two visits each year per class in local schools.

THE RESULTS ARE IN!

Beginning in the 1998-99 school year, the National Fire Protection Association contracted with Interwest Applied Research, an external evaluation firm, to conduct a three-year analysis of the impact of Risk Watch on children's knowledge of important safety behaviours.

Overall, the outcomes are encouraging. In concluding the Year 1 evaluation report, it was noted that it would be impossible to determine the success of Risk Watch in accomplishing its ultimate goal — reducing childhood injuries

and deaths.

However, the evaluation has, in three successive years, demonstrated what might be the closest practical substitute. Risk Watch increases safety-related knowledge of students. When combined with teachers' positive response to the materials, you can be optimistic about the overall effectiveness of the Risk Watch curriculum in sites throughout North America.

For a full copy of the report, visit the NFPA web site www.riskwatch.org.

2002 FPW theme unveiled

The National Fire Protection Association (NFPA) announced that the theme for Fire Prevention Week (FPW) 2002 will be "Team Up for Fire Safety" and put the spotlight squarely on the fire service.

"We've heard many wonderful accounts of local FPW efforts that cleverly incorporated the baseball theme of last year's FPW campaign," said NFPA Vice President for Public Education Meri-K Appy. "To build on that momentum, we've selected a theme for 2002 that maintains the teamwork angle but lends itself to broader interpretation."

The campaign will emphasize: installing and testing smoke alarms; practicing home escape plans; and hunting for home hazards. Fire prevention week kits will be available from the Council later this year.

Creating a fire safe Ontario



REAL ESTATE WINNER: Art Pullan (left), from Brockville Fire Department and the Fire Marshal's Public Fire Safety Council, and Ron Merkley (right) Immediate Past President of the Ontario Real Estate Association, present Rita Cooper from Brockville with a cheque for \$1,000. She is a winner of the Your S.A.F.E. Home competition organized by the Council and OREA. Home purchasers received home safety gifts, including smoke alarms, and were entered into a prize draw. Brockville Fire Department received a voucher for \$500 for public education materials.

Ten-year service award

Council Coordinator Anne Miller recently received her long-service certificate recognizing 10 years service. Her position involves the smooth running of the Council's many activities. She is pictured in the photograph accepting the award from Fire Marshal and Council Chair Bernard Moyle .



Public safety in NW Ontario

The Northwestern Ontario Fire Safety Coalition conference entitled 'Educating You in 2002' takes place at Best Western Motor Hotel, Dryden, on Friday, May 31 and Saturday, June 1.

The conference is a partnership between the Fire Marshal's Public Fire Safety Council and the Northwestern Ontario Fire Safety Coalition.

The purpose of the confer-

ence is to promote public fire and life safety education in the region. It is tailored for fire departments, municipal officials and other safety advocates.

For information, contact Dryden Fire Service Deputy Chief Ken Kurz, phone 807-223-1177, or OFM Fire & Life Safety Adviser Gerry Armstrong, phone 807-274-0907.

Help is always at hand: online and print

Want to make your own puzzles and worksheets for Risk Watch, vocabulary, spelling words and much more?

Then surf over to <http://puzzlemaker.school.discovery.com> for a puzzle generating tool for teachers, students and parents. It lets you create and print customized word searches, crosswords and math puzzles using your word lists. You can also build a maze or print hand-drawn mazes created around holidays and classroom topics.

Worksheets

Need some free clip art to brighten up your worksheets? Here's three good sources with an array of images:

- www.free-clipart.net/home.html
- www.100000freecliparts.com/
- <http://barrysclipart.com>

Print Resources

New from the NFPA- Risk Watch Student Workbooks (consumable). These workbooks for kindergarten to Grade 6 come in packages of 25 and include a teacher edition. They are available online at www.safecommunities.com.

Coming Soon

A team of teachers is in the process of developing additional

assessment and evaluation tools for the Risk Watch program. These will include rubrics and checklists.

Planned Tools

- A checklist to record assessment of those components of the Risk Watch program that can be demonstrated.
- Rubrics for evaluation of student performance on a four level rating scale. A rubric for each lesson will include specific concepts students should acquire and will identify the curriculum expectations being assessed. A final evaluation rubric will assess student performance on both the final select response post-test and their performance over the course of the eight lessons.

Rubrics will be included for the assessment of group work where appropriate and for specific components of the lessons (e.g., journals, infomercials etc). Once the package is developed and formatted, it will be reviewed by a second team of teachers before it is released.

Send suggestions for additional resources to:

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