

Mission: To make Northumberland County the safest and healthiest place to live, learn, work and play



December 2017

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Vision:

To support the establishment and implementation of a coordinated approach to addressing safety issues in Northumberland County as identified in a September 24, 2013 Injury Prevention Priority Setting Exercise.

Those safety issues were identified as:

- Falls
- Self-Harm/ Interpersonal Violence
- On-Road/Off-Road Safety

Brighten Up!

Drivers asked to reflect on their choices on Rural Roads

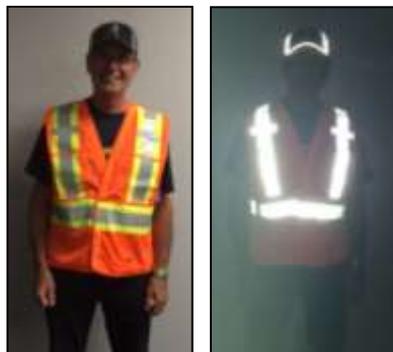
Road Safety is the responsibility of **all** road users. Those driving agricultural vehicles and other motorists can both do a lot to reduce the number of collisions between them. In June,

members of Safe Communities were at Bob Mark New Holland Sales Ltd. in Trent Hills educating and raising awareness with our *Brighten Up!* messages. Our campaign included tips to avoid collisions and reminded the public to slow down as soon as they seen farm equipment on the roadway, to be aware of the triangular slow-moving vehicle sign, not to expect equipment to run partly on the road shoulders and finally that agricultural vehicles need room to maneuver and access field entrances.

Additional messages from the campaign also included:

- Avoid all distractions and be aware of surroundings
- Obey the rules of the roads, all signs and signals

We also released our *Brighten Up!* video which was produced locally and featured many partners. This fantastic video can be seen on our YouTube channel!_



OPP Cst. Steve Bates, Bryce Stapley, Trent Hills Fire Chief Tim Blake, Alnwick-Haldimand Councillor Ray Bennis, and Hamilton Township farmer Scott Jibb (photo credit John Campbell/Metroland)



Did you know? Pedestrian injuries tend to spike in the first few days after the return to standard time (Ministry of Transportation). Rural roads have certain characteristics that can be more hazardous for pedestrians and cyclists such as fewer street lights, lack of sidewalks and less traffic controls such as traffic lights and stop signs.

(L) Don Clark, a member of the on-road/off-road safety sub-committee demonstrates how he can #BrightenUp by wearing reflective clothing. It makes such a huge difference!

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Do you know what a SMV sign means?

A Slow-Moving Vehicle (SMV) sign means that the vehicle is travelling 40km/hour or less.



Education about what this sign means was part of our Road Safety Challenge education blitz.

"Great workshop, encouraging to see collaboration and sharing of resources/information."

"Well done. These opportunities to be in the same room talking are really valuable in building support."

"Absolutely wonderful event- very reaffirming to hear how others are also struggling. Certainly opened my mind and increased my comfort level with being open with colleagues."

- Attendee of the OCEAP & Safe Communities conference for first responders

Evaluation comments from Brighton workshop attendees:

"Well needed as it is a retirement community."

"So glad we attended."

"Very informative – enjoyed it."

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Scott Jibb, on his farm in Hamilton Township, was featured in a Chex-TV segment about our *Brighten Up!* campaign.

Scott, and other members from the on-road/off-road safety sub-committee also participated in the *Brighten Up!* video shoot.

Making Community Connections

We were busy in 2017 with our free Community Connections series of workshops. The workshops were well attended and provided important information to attendees through presentations from various professionals.

The goal of the workshops was to provide education, and in some cases, offer personal stories of experience and insight, to special groups in topics identified by the partners at the self-harm/interpersonal violence sub-committee.

In early June, we held a workshop in Port Hope for those who support first responders. The workshop offered the sensitive perspectives from those in the community who respond to crisis and trauma.



In September, held in Hamilton Township at the Lakeshore Pentecostal Camp, the Ontario Community Emergency Assistance Program (O.C.E.A.P.) hosted an event in association with Safe Communities. The conference was open to first responders and their families and represented a significant event in the community.

An attendee describes this event as a, "very great opportunity to bring people together to share experience/struggles." This was a powerful event with many commenting that they would like to see it brought to the community again.



In mid-October, we were in Brighton hosting a workshop for Northumberland's Aging Population. Several speakers were featured and covered topics such as power of attorney, frauds and scams, fall prevention, crime prevention and elder abuse prevention.

The audience was very appreciative to have a workshop of this nature in their own community. The information was very practical in nature and participants had opportunities to ask questions related to their own circumstances.



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Evaluation comments from Campbellford workshop attendees:

"A very well organized and informative workshop."

"I'm so pleased at how this workshop answered so many questions on mental health. Kudos!"

"Great variety of presenters."



Is clutter putting you at risk?

"If you have clutter on your floors or stairs, it can make it more difficult to stay on your feet. Make sure there are no cords, scatter rugs, pet toys or even pets in your path."

Are you exercising?

"The most important thing you can do to prevent falls is to stay strong. Try to increase your activity levels so you get a little exercise each day. Walking, fishing, gardening, tai chi – whatever you enjoy. Use a walking aid to help you if you need it".

Source: safeforelders.com



We were also in Trent Hills in October to provide education and information to those working in developmental services. This workshop was attended by over 75 professionals and featured a panel of local experts and covered topics such as navigating the developmental services, advocacy and support, mental health, fetal alcohol spectrum disorder (FASD) and community collaborative initiatives. Special guest speaker, Sheila Burns, who is an expert in FASD offered her passionate insight, experience and expertise.



Thank you to the Northumberland Human Services Justice Coordinating Committee for partnering with Safe Communities on several events this year!

Fall Prevention

Members of the fall prevention sub-committee were promoting fall prevention at pharmacies in the county in June during senior's month and in November during fall prevention month.



Organized by Sheri Birney, co-chair of the fall prevention sub-committee and Program Coordinator of Community Care Northumberland, members of the committee visited several pharmacies throughout the county on seniors' days.

Thanks to Kiran Garcha and Joanne Ball of Grafton Healthcare Pharmacy (pictured left), one of many pharmacies, for supporting the delivery of our Fall Prevention resources in the community.

Our fall prevention resources were also shared by members who attended several community events including seniors' fairs and picnics this year. By partnering with public health nursing staff, we also supported fall prevention messaging for parents of children under age of 6 during fall prevention month.

Through our social media channels, website and contact with local media, we supported the promotion of *Positive Steps Work*. *Positive Steps Work* is a free online, interactive fall prevention course designed for care providers working with seniors in their homes.

Shared with permission from the Durham Region Health Department, this course helps learners to understand how a fall affects seniors, their family and the healthcare system. It examines the risks that can lead to a fall, and caregiver, family and seniors' roles in preventing them. It provides careful inspection of seniors' point of view and the importance of fall prevention. The course can be accessed from the Safe Communities website.



Community Coalitions

Safe Communities Northumberland County can best be described as a community coalition.

What is a coalition? "A community coalition is a group of individuals representing many organizations who agree to work together to achieve a common goal. A coalition brings professional and grass-roots organizations from multiple sectors together, expands resources, focuses on issues of community concern, and achieves better results than any single group could achieve alone".

- Coalitionswork.com



Thank you, Forrest!

Contact Us



Out and About at Community Events

Northumberland Paramedics Chief William (Bill) Detlor, pictured right, took a turn at our display at the Colborne Apple Blossom Tyme Festival in May.

Brighton Community Policing members, O.C.E.A.P., and Port Hope Police Officer Tammie Staples, to name a few, were at several events this year distributing our resources in the community.



Thank you to all our partners who helped raise our profile and get our injury prevention messages and safety campaigns out across the county.

Strategic Planning

We have been undertaking strategic planning this year and our new plan will take us to 2020.

In November, members from the three sub-committees participated in a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of Safe Communities. Information obtained from members were provided to the Lead Table for further input and analysis. A new strategic plan will be released early in 2018.

A message from the Co-Chairs

"I am very proud of our accomplishments for the past 3 years, and thanks to all the committee members who made it all possible", says Forrest Rowden, Cobourg Councillor and co-chair of the Leadership Table. This sentiment is echoed by Inspector Lisa Darling, OPP Northumberland who shares the position with Forrest. "Partnerships have become even more key to affecting lasting and impactful change in our communities. Thank you all for your continued support of Safe Communities".

We are saying goodbye to Forrest as he steps down as co-chair in February 2018. Forrest has been involved in safety planning work for many years and saw the birth of Safe Communities in Northumberland. Members of Safe Communities would like to thank him for his steadfast commitment and support of the mission and wish him all the best in his future endeavours!

"Like" us, "Follow" us, JOIN US!

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Parachute Canada, dedicated to preventing injuries and saving lives, officially formed in July 2012, when the former Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada joined together to become one leader in injury prevention. Parachute's vision is an injury-free Canada with Canadians living long lives to the fullest.

