# PEDESTRIAN SAFETY

iNAVIGAIT™

Cross the street as if
YOUR life depends on it™

inavigait.com | follow us on Facebook and Twitter

Thousands of people are injured each year in vehicle-pedestrian collisions. Pedestrian injury does not discriminate, and regardless of age, gender, or ability, we are all at risk for injury or fatality when crossing the street. However, it is young children and seniors in particular that are over-represented in the pedestrian injury statistics.

**iNAVIGAIT** is a program that aims to reduce pedestrian injury and death through education and awareness. It was developed in partnership with the Toronto Area Safety Coalition (TASC); a collaboration of community members, businesses, and public sector agencies and volunteer organizations in the Greater Toronto Area.

**kids iNAVIGAIT™**
A Sunnybrook Health Sciences Centre Initiative

- Development limits ability to navigate safely across the street
- Education aimed at age/stage appropriate learning

**teens iNAVIGAIT™**
A Sunnybrook Health Sciences Centre Initiative

- Focus on limiting distractions
- Engage youth in discussion about safety and advocating for safe street crossing in their community

**seniors iNAVIGAIT™**
A Sunnybrook Health Sciences Centre Initiative

- Reinforce messaging about mobility, hearing and vision aids
- Traditional workshop delivery

**abilities iNAVIGAIT™**
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- Provide information and resources regardless of physical, intellectual, sensory, psychiatric and other medical conditions

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# COMMUNITY PARTNERSHIPS

*"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."*

*- Margaret Mead -*

National and provincial mandates help drive action. Developing relationships at the community level is the key to bringing policy to life through action. No single organization can effectively or efficiently manage all that is required to address injury and injury-related death. That is where the role of collaborations, coalitions and constellations can be instrumental in sharing resources, communications, mentorship, expertise, administration, opportunities and more.

The RBC First Office for Injury Prevention is pleased to work in collaboration with the following coalitions:

B.A.S.S.I.C.

bassic.ca

Our mission is to improve quality of life for seniors by raising awareness of senior safety issues.

B.A.S.S.I.C. (Bringing an Awareness of Senior Safety Issues to the Community) members and associates fulfill this mission by working together to deliver safety seminars and symposiums and producing a safety calendar.

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T.A.S.C.
Toronto Area Safety Coalition
Preventing Injuries in our Community

injuriesarepreventable.com

The Toronto Area Safety Coalition provides the environment, knowledge and resources its members need to reduce injury and injury-related fatalities through collaboration, education, networking, advocacy, research and innovation.

The focus is to increase the awareness that injury prevention is a shared responsibility of all citizens and that injuries are predictable and preventable.

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# RESEARCH

Sunnybrook Health Sciences Centre is fully affiliated with the University of Toronto, the faculty of medicine of which, with its hospital partners, is the largest research entity in Canada. The role of research within Sunnybrook extends to the work of the RBC First Office for Injury Prevention and developing interventions that are evidence based.

**Current research includes:**

| | |
|---|---|
| 2010 | Effectiveness of the P.A.R.T.Y. (Prevent Alcohol and Risk-Related Trauma in Youth) Program in Preventing Traumatic Injuries: A Ten-year Analysis |
| 2010 | Exploring Facilitators and Barriers of practice-based Traumatic Injury Prevention Education |

**Recent published research includes:**

| | |
|---|---|
| 2008 | E.P. Arruda, MSc, BSc, M. Gomez, MD, MSc, CTBS, J. Banfield, RN, BA. Effectiveness of the P.A.R.T.Y. (Prevent Alcohol and Risk-Related Trauma in Youth) Program in Changing Youth Driving-Related Attitudes*. Journal of Trauma: Injury, Infection, and Critical Care* 2008; 64:547 |
| 2004 | J. Banfield, D. Redelmeier, F. Brenneman Driver Outcomes of an Injury Prevention Program: A Ten Year Analysis. Proceedings of the 7th World Conference on Injury Prevention and Health Promotion, Vienna, Austria June 9, 2004 |
| 2004 | Jensen Tan, BSc, Carol Banez, RN, BscN, MA, Yvonne Cheung, RN, BNsc, MHSc, CHE, Manuel Gomez, MD, MSc, CTBS, Huy Nguyen, BSc, Joanne Banfield, RN, BA, Lina Medeiros, MSW, RSW, Ruth Lee, RN, MScN, PhD, Robert Cartotto, MD, FRCS, Joel S. Fish, MD, MSc, FRCS©. Effectiveness of a Burn Prevention Campaign for Older Adults*. Journal of Burn Care & Rehabilitation* 2004;25:445-451 |
| 2003 | Gomez M, Nguyen H, Tan J, Banez C, Cheung Y, Medeiros L, Banfield J, Lee R, Cartotto RC, Fish JS. Ethnic Background Influences in Older Adult Responses to a Burn Prevention Campaign. *Proceedings of the 2003 Canadian Injury Prevention and Safety Promotion Conference.* 2003;1:44 |
| 2002 | F.Redlick, MSc, A.Cooke, BSc. M.Gomez, MD,MSc, J.Banfield, RN, R.C.Cartotto, MD, FRCSC, J.S.Fish,MD,MSc,FRCSC A Survey of Risk Factors for Burns in the Elderly and Prevention Strategies Toronto, Ontario, Canada. *Journal of Burn Care & Rehabilitation* 2002;9:351 |
| 2000 | Cooke A, Gomez M, Banfield J, Cartotto R, Fish JS. Targets for Prevention of Burn Injuries in the Elderly. *Can J Plast Surg* 2000;8:167 |

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# P.A.R.T.Y. FACTS

P.A.R.T.Y. PREVENT Alcohol and Risk-Related Trauma in Youth
www.partyprogram.com

The goal of P.A.R.T.Y. Program is to provide young people with information about injury (trauma) that will enable them to: recognize potential injury producing situations, to make prevention-oriented choices and adopt behaviours that minimize unnecessary risk. This program is a vital component of the growing community effort to reduce death and injury in alcohol and risk-related crashes and other incidents.

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|---|---|
| **LOCATION:** | Canada, U.S.A., Brazil, Australia, and Japan. Over 100 sites and growing |
| **WHERE:** | Local hospitals and rehabilitation centre |
| **WHEN:** | Primarily during the school year, but can also be done year round. Programs are done at different intervals: weekly, bi-weekly, monthly, bi-monthly and annually |
| **AUDIENCE:** | Students age 15 and over accompanied by an adult leader |
| **WHAT HAPPENS:** | Students follow the course of injury from occurrence, through transport, treatment, rehabilitation and community re-integration phases. They interact with a team of health professionals including a nurse, paramedic, police officer, and physician. |

**Students are given information about:**

- Basic anatomy, physiology and the mechanics of injury
- The effects of alcohol/drugs on judgment, concentration and co-ordination
- The nature of injuries that can be repaired, and those that cannot
- The effect of injury on families, finances and future plans

The P.A.R.T.Y. team includes persons who have been injured, some still in acute care, others in rehabilitation, and some who have returned home. They provide a personal perspective on the challenge of dealing with injury and "putting one's life back on track."

**OUTCOME:** The program concludes with a challenge to the participants to become individually and collectively committed to promoting behaviours and activities that minimize the risk of injury.

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# P.A.R.T.Y. IN YOUR COMMUNITY

P.A.R.T.Y. PREVENT Alcohol and Risk-Related Trauma in Youth
www.partyprogram.com

**The following criteria must be met prior to receiving approval to begin:**

- Arrange a site visit to view an existing P.A.R.T.Y. Program near you
- Submit a Letter of Intent to P.A.R.T.Y. HQ and include the following information:
    - where your local P.A.R.T.Y. Program will take place
    - how often the program will run annually how many schools will participate
    - a list of the presenters who will take part in the P.A.R.T.Y. Program
    - an outline/agenda of your P.A.R.T.Y. Program day
    - operational commitment for the costs of your program.
    - provide letters of this commitment from organizations involved to P.A.R.T.Y. HQ upon request
    - letters of endorsement and/or evidence of potential involvement from community resources/persons and or organizations to P.A.R.T.Y. HQ upon request.

Once the Letter of Intent has been sent to P.A.R.T.Y. HQ, and we are confident you have met all the requirements we will send the P.A.R.T.Y. Program License Agreement for signatures along with an invoice.

**To be considered a P.A.R.T.Y. Program, sites must:**

- Agree and sign a license agreement with Sunnybrook Health Sciences Centre
- Accept established P.A.R.T.Y. Program Standards, Mission Statement, Goals and Objectives
- Share successes and challenges with other P.A.R.T.Y. sites and P.A.R.T.Y. HQ
- Participate in standardized evaluation methods created to aid the compilation of evaluation results
- Submit an annual report of activities to P.A.R.T.Y. HQ, following the standardized reporting tool provided
- Submit a site name for approval.

***For more details visit partyprogram.com***

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# ABOUT US

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**Intentional and unintentional injuries are the leading cause of death for people aged one to forty-four years and truly are a silent epidemic in Canada.**

Founded in 1986, the RBC First Office for Injury Prevention develops new and innovative injury prevention programs, participates on community, provincial, national and international committees, provides community leadership training to deliver programs, oversees student leadership opportunities and conducts injury prevention research.

**Mission:** To reduce injury and injury-related death.

**Vision:** As a leader in injury prevention, we build capacity through research, education, collaboration and advocacy, to reduce the rates of injury and injury-related death in our community, province and country, and all around the world.

**Values:** Excellence • Collaboration • Accountability • Respect • Engagement

**Goals:** Building and mobilizing knowledge, building evidence-based interventions, building constellations, building capacity

**Find us online:**

Website: sunnybrook.ca/preventinjury

Blog: ounceofprevention.sunnybrook.ca


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