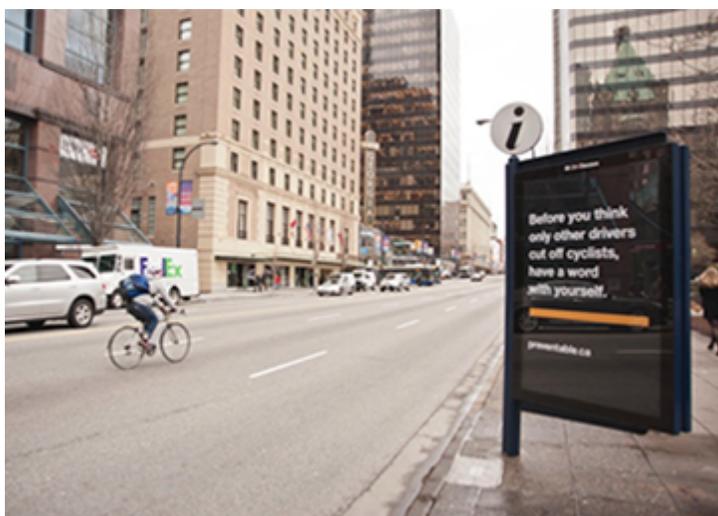


# BC INJURY research and prevention unit

Leaders in the development of evidence-based injury research & prevention in British Columbia



## Preventable wins awards at world conference

The [Community Against Preventable Injuries](#) won two second place International Safety Media Awards (ISMA) at the 12th World Conference on Injury Prevention and Safety Promotion held in Tampere, Finland in September. The awards were won in the print category for materials such as road transit shelter signage (shown above), and the second was in the audio category for a festive holiday jingle and TV Spot ([view here](#)).

Preventable was also awarded the *Holy Grail Award* for excellence in media evaluation. Judges indicated that the Preventable campaign was one of very few worldwide that had been implemented together with a clear monitoring and evaluation plan, which included logical leading, lagging and outcome indicators. More importantly the campaign is demonstrating success in shifting attitudes and behaviours, and is associated with significant reductions in injury deaths in the target population (25-54 year olds) and their children (0-24 year olds).

## Resources to stay safe this holiday season

### Next Webinar

Built for Walking: Safe Environments for Active School Transportation

January 19, 2017  
10:00am PST

[Information/Register](#)

### Holiday Hours



Our office will be closed December 26th through to January 2nd and will re-open Tuesday January 3rd.



[Injury Hospitalizations](#)

[Injury Related Deaths](#)

[Traffic Accident System](#)

[Sports Related Injuries](#)

[BCCH ER Visits Tool](#)

[Work Related Injury](#)

The holiday season can be a busy and exciting time for many of us and BCIRPU would like to offer a few tips to help you, your families and community stay safe. Please also share these materials through your notice boards, newsletters, websites and social media to promote an injury-free holiday and a healthy start to the New Year for all.

### Holiday Safety

[Injury-Free Holiday Video](#)

[Holiday Safety Media Coverage](#)

[Holiday Tips: Toy Safety](#)

[Winter Holiday Tips](#)

[CTV News: Holiday Hazards](#)

### Winter Sports Safety

[Get Snow Smart Video](#)

[Snowmobiling Tip Sheet](#)

[Skiing & Snowboarding Tip Sheet](#)

## Welcome Jennifer Smith

We are happy to announce that Jennifer Smith has taken on the role of Research Manager, taking over for Shannon Piedt who is now with The Human Early Learning Program. Jennifer will work closely with Drs. Ian Pike and Shelina Babul at the Unit along with the team at [The Community Against Preventable Injuries](#) (Preventable).

Jennifer first joined BCIRPU in 2013 as a Research Assistant and Highly Qualified Professional on the AUTO21 project, investigating child fatalities in motor vehicle collisions.

We are very pleased to welcome Jennifer to her new role and a big thank you to Shannon for her invaluable contribution to the Unit over her 12 years with us.

## Year-end update

It has been another busy and rewarding year at BCIRPU. Highlights for 2016 include significant input to the completion of the PHO Report on Road Safety in BC, [Where the Rubber Meets the Road](#); the work of the CIHR Team in Child and Youth Injury Prevention to release the [Canadian Atlas of Child and Youth Injury Prevention](#), and continued leading-edge work on the [Concussion Awareness Training Tool](#) (CATT). As we reflect on this past year, we wish to recognize and thank our partners and our collaborators in the injury prevention community. We extend our warmest greetings to you and yours for a healthy, happy and safe holiday season, and look forward to working with you in 2017.

## Brain Waves 2017

On average 8 British Columbians are hospitalized per day as a result of brain or spinal cord injuries that may result in permanent

## Links

[About BCIRPU](#)

[Webinars](#)

[Injury Insight](#)

[ThinkFirst BC](#)

[Newsletter Archive](#)

[Injury Online Directory](#)

## Stacey Levitt Memorial Award Application

Parachute is calling for student submissions from across Canada for the annual Stacey Levitt Award. [More info here »](#)

## CHIRPP

The Canadian Hospitals Injury Reporting & Prevention Program (CHIRPP) provides a current picture of injury occurrence & helps establish priorities for research & intervention. BC Children's Hospital data is accessible from the Coordinator [Mhairi Nolan](#) (604-875-3044).

and debilitating damage. In order to address this issue, BCIRPU is working with the injury prevention community to educate the public on the prevention of brain injuries. **Brain Waves 2017** uses interactive methods to teach students in grades 4-6 about the function of the brain, the importance of preventing brain and spinal cord injuries and how to protect the brain and spinal cord. Brain Waves 2017 is designed to align with the themes of Science, Health and Physical Activity within the school curriculum.

We would like to invite Public Health units, injury prevention groups, University clubs or any organizations, individuals interested in helping spread the message of brain injury prevention, to get involved. For more information on Brain Waves Program, please click [here](#). Classroom presentations can be provided by community volunteers who have an understanding and passion for injury prevention or university student volunteers, from diverse academic fields such as neuroscience, medicine, physical education or kinesiology.

If you are interested in becoming a Brain Wave volunteer or interested in starting a Brain Waves program in your area, please contact [Diana Samarakkody](#).