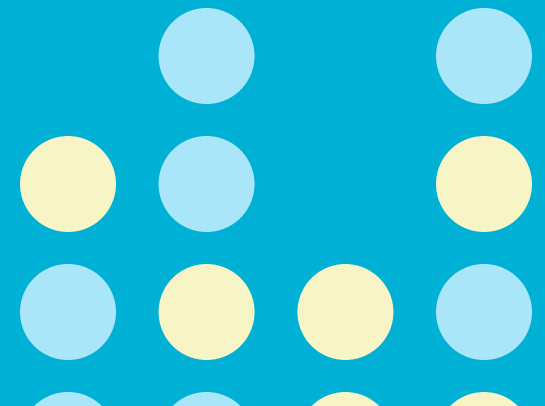




Safe Kids Canada: A Case Study in Advocacy

**CCYHC Symposium
Halifax, NS
October 2009**

**Pamela Fuselli
Executive Director**



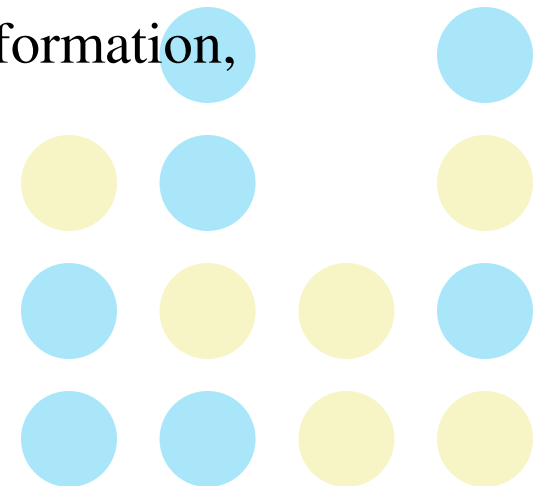


About Safe Kids Canada



- Founded in 1992 by Dr. David Wesson, surgeon at SickKids
- Program of SickKids Hospital (Toronto)
- National focus
- Community involvement of over 2,300 injury prevention partners across Canada (national, provincial and local level)
- Knowledge broker of evidence-based information, resources and strategies
- Guided by Expert Advisory Committee

The National Injury Prevention Program of the Hospital for Sick Children



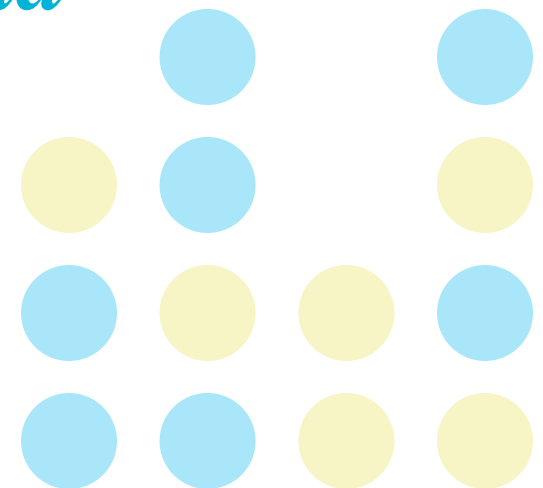


Our Vision

Fewer Injuries

Healthier Children

A Safer Canada



Our Mission

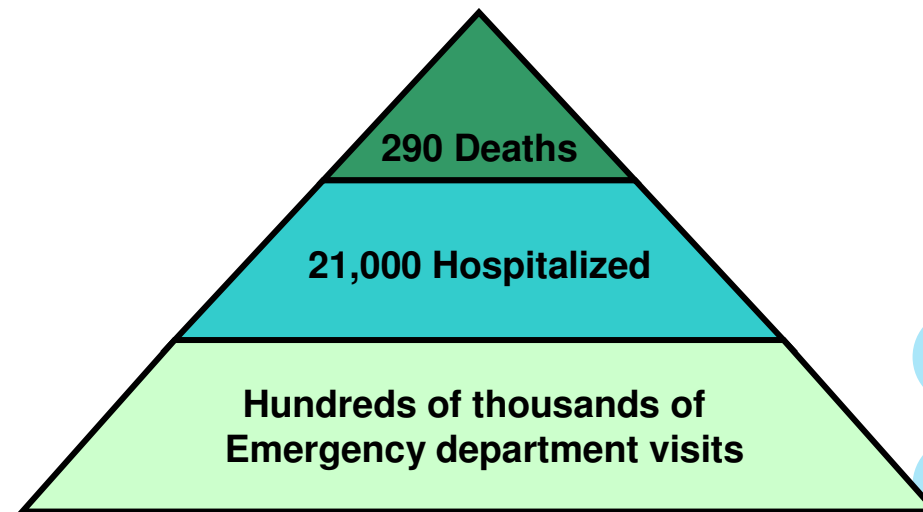
To prevent serious unintentional injuries to children,

- *Raise Awareness*
- *Develop Strategic Partnerships*
- *Broker Knowledge; and*
- *Advocate*



Canada's Injury Burden

- Unintentional injury is the leading cause of death among children and youth in Canada
- An estimated **\$4 billion** is the economic burden of injury among children in Canada



Unintentional injuries to children ages 0-14

Source: Injury and Child Maltreatment section, Public Health Agency of Canada, 2009

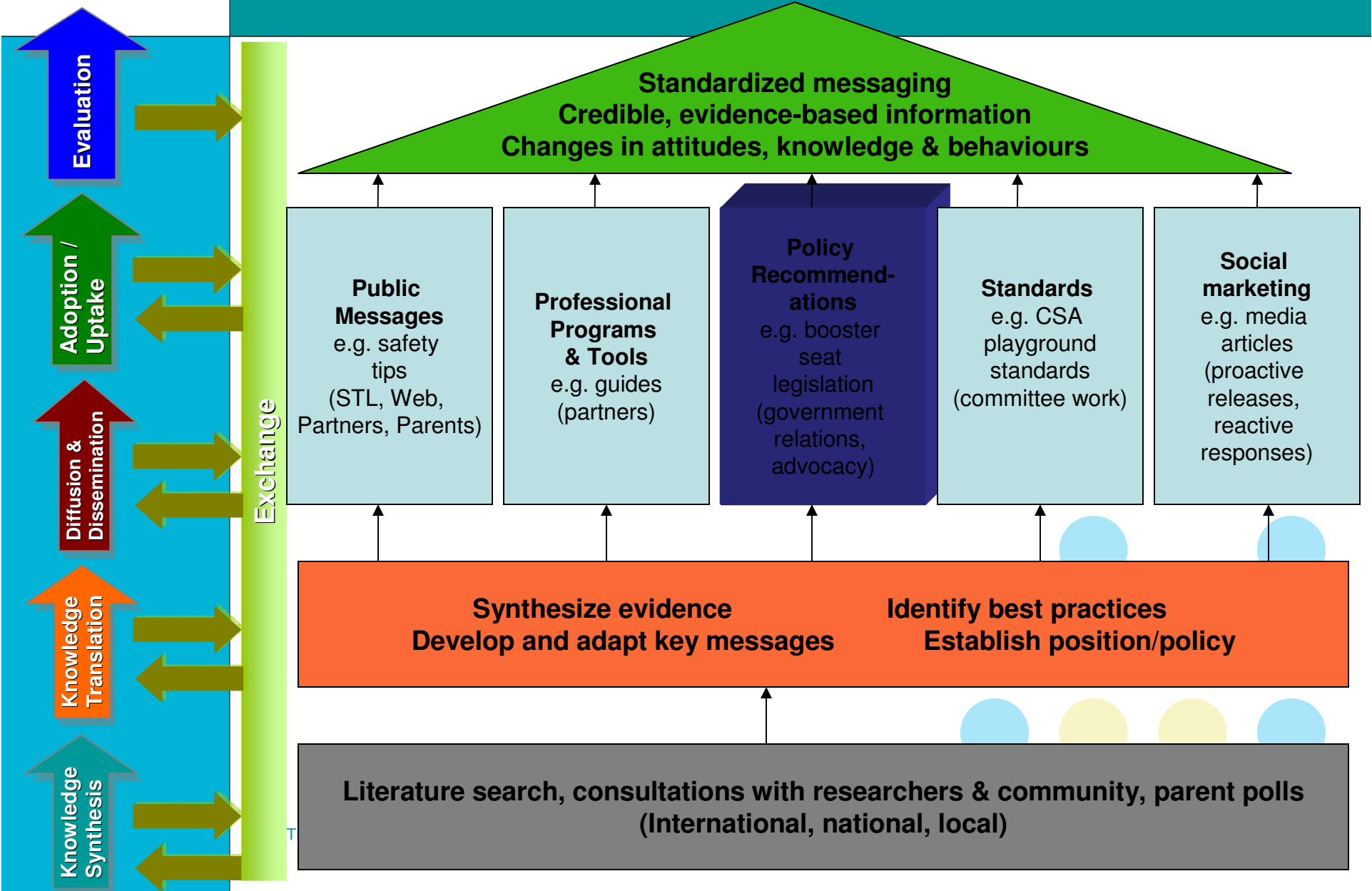
Challenges for Injury Prevention

- Health care dollars are focused on *disease* not prevention.
- Canada spends **less than 1%** of health research dollars on injury research.
- Misperception or misunderstanding that **injuries are accidents** that can neither be anticipated or prevented.
- Reality is that most injuries follow a distinct pattern and are, therefore, **predictable and preventable.**

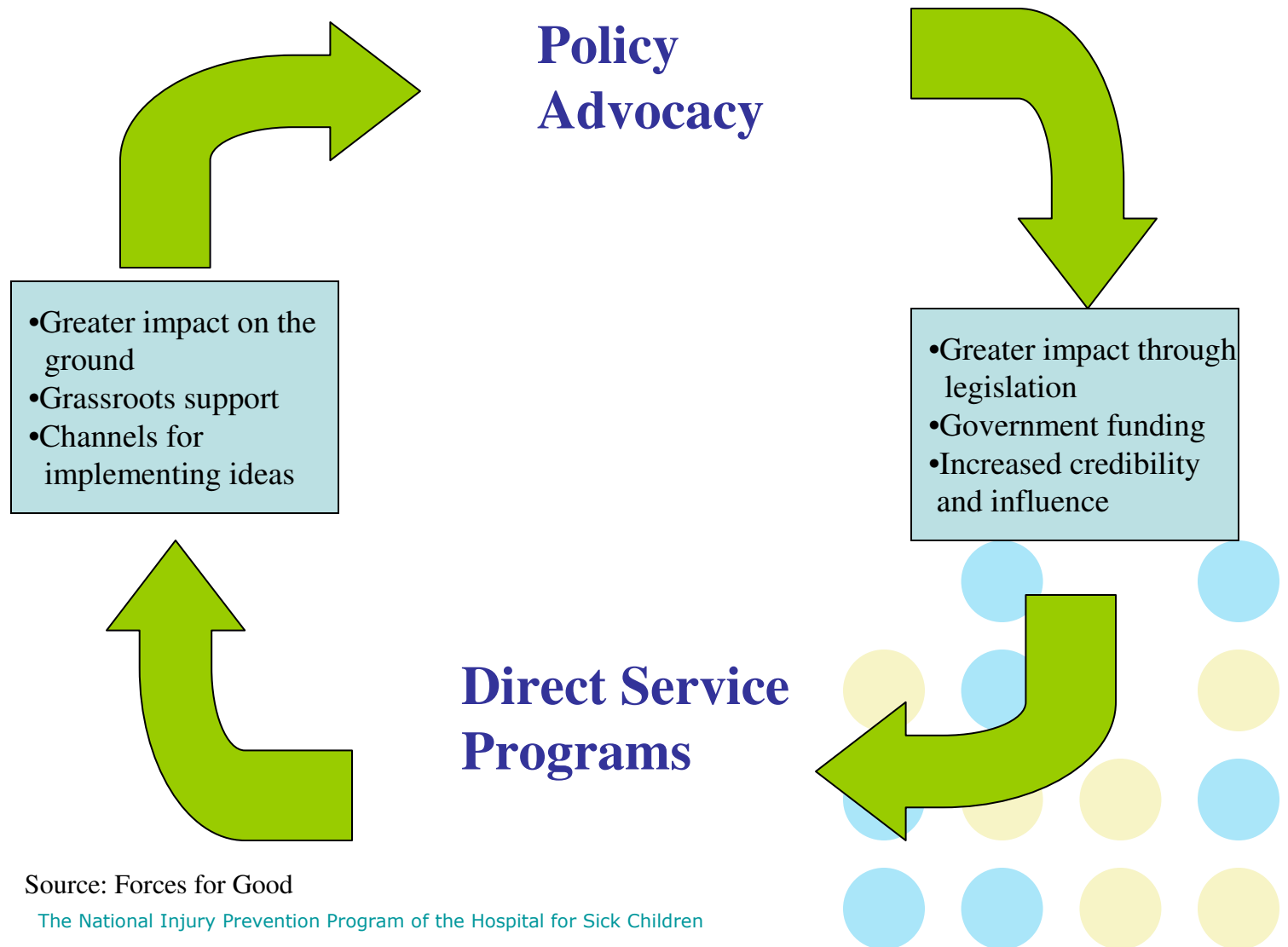




Advocate and Serve



Public Policy: a combination approach



Public Policy Making

The dominant view of policy-making in health sciences


PROBLEM

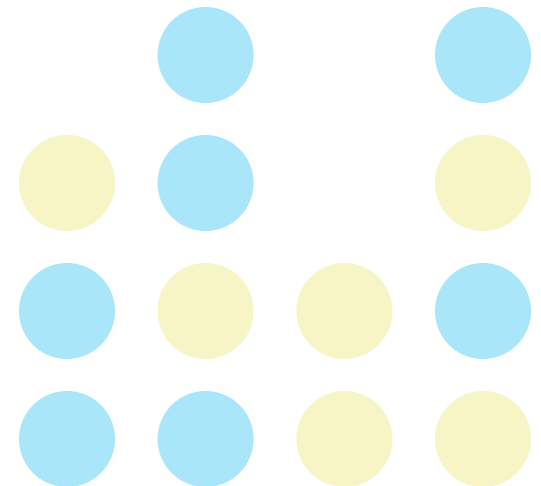
EVIDENCE (scientist)

KNOWLEDGE BROKERING &
KNOWLEDGE TRANSFER

ACTION (decision-making)

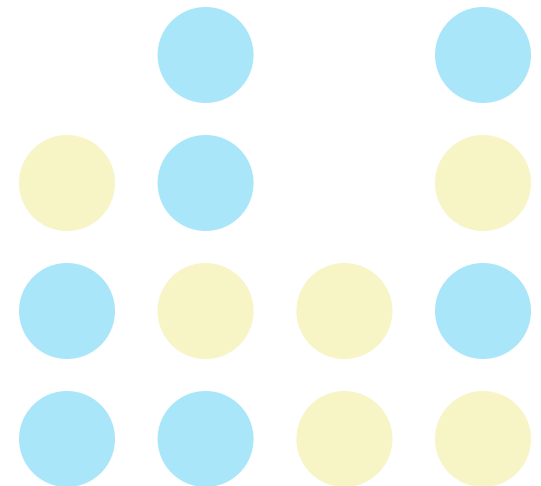
Evidence-Based Public Policy Making

- Reducing injuries efficiently requires a multi-faceted approach combining the three ‘E’s’;
 - Education,
 - Engineering and
 - Enforcement 



Advocacy for injury prevention is....

The deliberate and strategic use of evidence-based information, the media, experts, human and other resources to shape the injury prevention policy landscape.



Working with Government

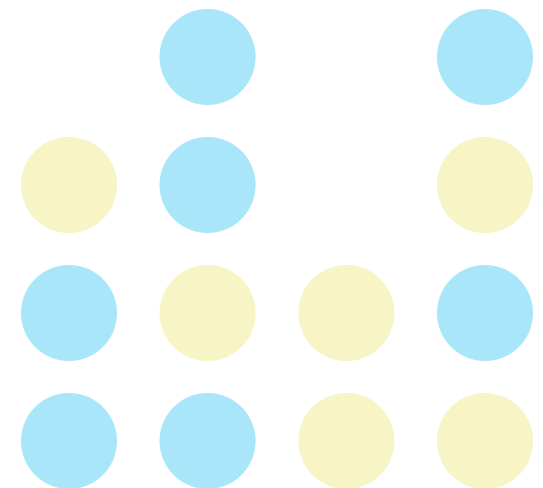
Understanding them:

- Jurisdiction
- Decision-making process
- Current legislation, regulations & policy
- Cycles of Government:
 - Legislation,
 - Elections and
 - Budgets
- Policy makers pay more attention to research findings that they have invested their own funds and time



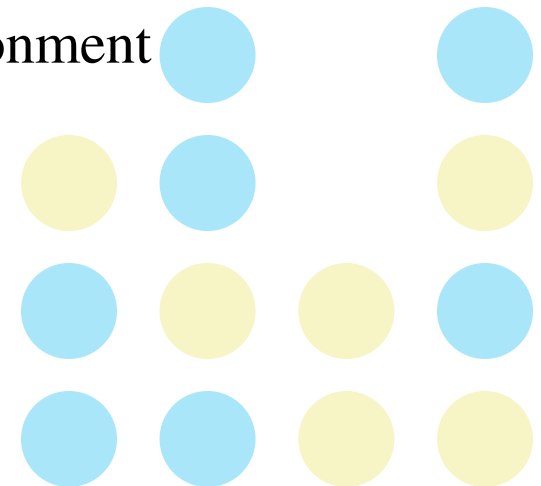
Working with Government

There is no memory in government



Working with Government

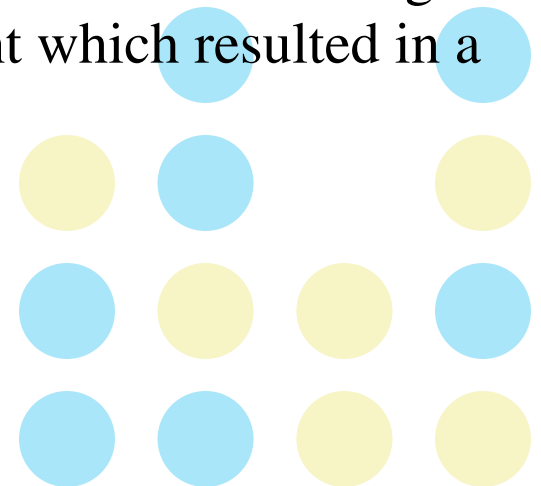
- Determine what level of government is responsible for the issue
 - Federal level, e.g. consumer product safety Bill C-6
 - Provincial level, e.g. booster seat legislation
 - Municipal level, e.g. speed reduction and 4-sided pool fencing
- Where possible, show links to other child health issues such as obesity, active living and the environment



Government Relations

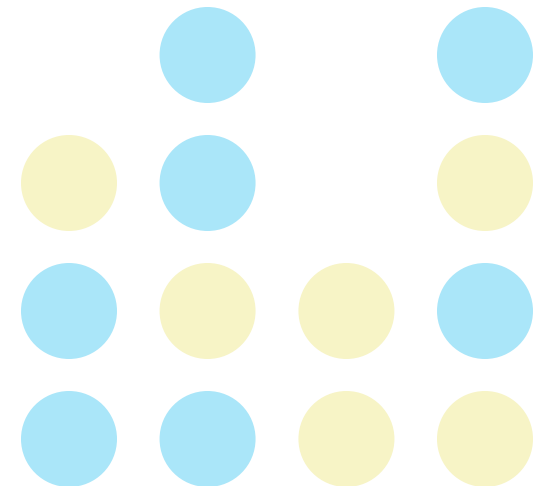


- Activate partner network
 - Provide tools, templates and training for professionals to build capacity and engage them in advocacy
- Example: Baby walker ban
 - By raising awareness of the issue with our partners, Safe Kids Canada was able to generate a letter writing campaign to the Federal government which resulted in a ban on the product



Government Relations

- Engagement of media:
 - Today's Parent petition
 - Online
 - Globe & Mail
 - Garner stories by well respected health reporter

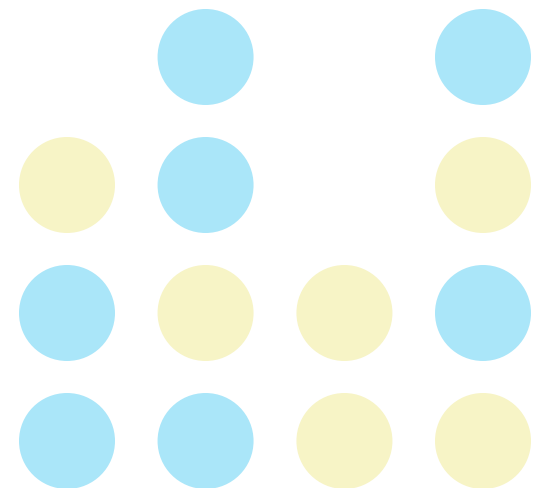




Working with Government

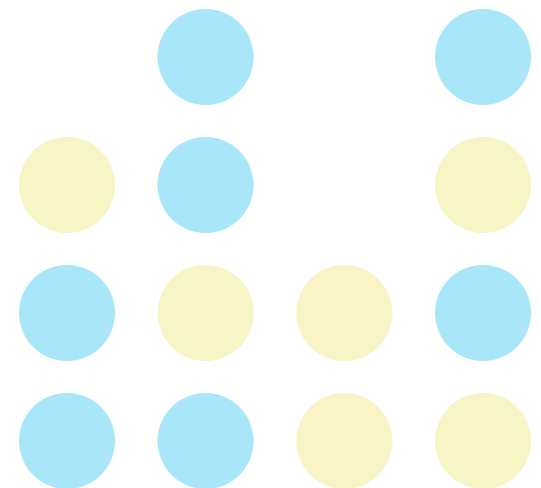
"The universe is made of stories, not atoms."

Muriel Rukeyser



Working with Government

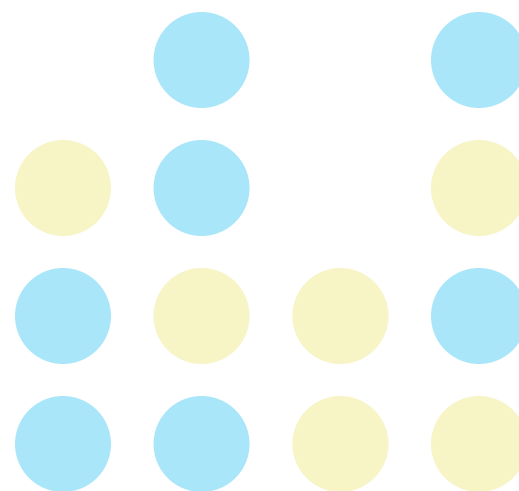
- “Back-pocket” mentality
- Enable the government
 - Make the approach positive
- Tell a story
- Don’t let the message get lost in translation
 - Evaluate who, what, how and why





Working with Government

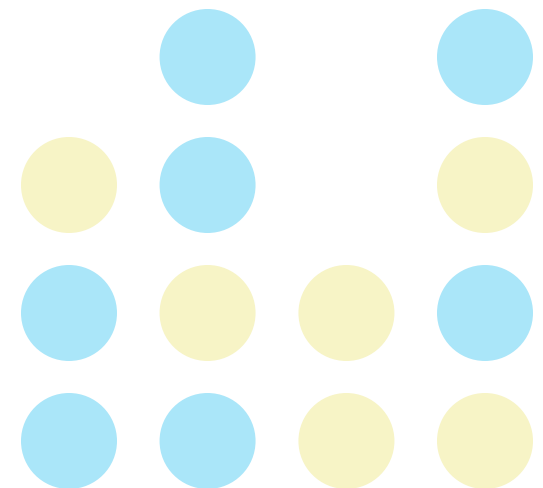
The more we get together, the happier we'll be...



Working with Government

Building a relationship with politicians:

- Due diligence
- Position yourself as a resource
- Political acuteness
- Follow protocol



So why isn't this convincing?

- A helmet reduces the chance of head injury by 85%.
- Helmet legislation has proven effective in reducing head injuries by 88%.
- For every \$1 spend on a helmet \$30 is saved in health care costs.

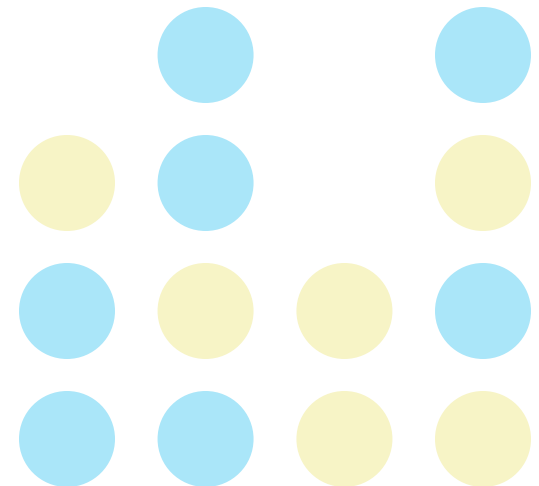


Working with Government

- Research and knowledge transfer are *critical* but not the whole story.
- The relationship between any given body of evidence and public policy depends on the actions of the *advocacy coalition*.
- Promoting and *advocating* for healthy public policy requires a mix of tools and approaches.



The National Injury Prevention Program of the Hospital for Sick Children





Safe Kids Canada/SecuriJeunes Canada

www.safekidscanada.ca

1.888.SAFE.TIP



The National Injury Prevention Program of the Hospital for Sick Children

