

# Liaison CASA

September 2008

## A Word from **the Chair**

### “Incident versus Accident”

We have all heard the word used to describe an injury. As agricultural injury prevention professionals, we are trying to change people's thinking.

Injury control professionals are continuing to discourage the use of the word “accident” when describing injury events that are agricultural in nature. The word “accident” implies that there was nothing that could be done to prevent the event from occurring. In fact, up to 90% of injuries are predictable and preventable.

Using the word “incident” is a better usage of wording to represent an event of this kind. Building awareness of injury issues and ways to prevent injury, people can begin to recognize the risk associated with the activity and make choices that will minimize the risk. If the injury is preventable, it's not an accident, but better described as an incident. In many cases when we look into the root cause leading up to the injury event, it is often apparent that if any of the actions leading up to the incident had been altered, the end result would be much different. We may not be able to prevent the incident but we can certainly modify the outcome.

As agricultural safety advocates, we should all use the word “incident” rather than “accident”.

Bruce Johnson  
CASA Chair

# News

## Public Health and the Agricultural Rural Ecosystem - PHARE

October 19 - 22, 2008

The 6<sup>th</sup> International Symposium & the Agricultural Rural Ecosystem will address public health issues related to the rural ecosystem and that capture the health and safety impact of the profound changes taking place in agriculture and rural communities. With rapid changes affecting the survival of rural peoples, the symposium will promote sharing of new knowledge, building future relationships with other researchers from around the globe, and developing knowledge translation networks. It will broaden our perspective to examine the social, political, and environmental impact on the health of rural peoples around the world. The Symposium is intended to be inclusive of all rural settings, from those in fully industrialized countries to those in emerging or subsistence economies.

Immediately following the PHARE Symposium will be the Canadian Agricultural Safety Association (CASA) Summit: Advancing Agriculture Safety - a National Action Plan.



### Plan to attend the National Safety Summit 2008 in Saskatoon SK, October 22 - 24:

CASA's Summit “Advancing Ag Safety: A National Plan” will engage stakeholder from across Canada in building a new nation-wide plan to make the agricultural sector a safe place to work and live. Click here to register today. [www.casa-acsa.ca/english/2008-agm.html](http://www.casa-acsa.ca/english/2008-agm.html)

Reserve before September 15 for the Summit rate at the Sheraton Cavalier Hotel. Click here. [www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0801177130&key=5EB86](http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0801177130&key=5EB86)

### CASA's strategic direction and work plan:

The CASA Board met August 20<sup>th</sup> and 22<sup>nd</sup> in Longueuil Québec to review the strategic direction and work plan.

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## Diane Wreford appointed Director of Communications and Development

Diane joined CASA/ACSA August 18<sup>th</sup> in the newly created position of Director of Communications and Development. She is a professional algologist with extensive experience in communications and a proven record in managing measurable effective public relations and corporate partnership campaigns.

Diane has worked for public, private and non-profit organizations including the University of Manitoba, CBC Radio, governments, Agricore, and most recently the Canola Council of Canada. She was awarded the Distinguished Agrologist award for 2006 by the Manitoba Institute of Agrologists and in 2007, the University of Manitoba presented her with a certificate of Merit for outstanding community service.

Diane is looking forward to working with the growing team of people dedicated to a Canada where no one is hurt farming.

## CASA is at the International Plowing Match

Come visit the CASA booth at the International Plowing Match in Teeswater ON, September 16<sup>th</sup> - 20<sup>th</sup>. The aim of the 2008 International Plowing Match is to highlight the many aspects of agriculture, rural life and down home hospitality. To know more: [www.imp2008.ca/aboutus.php](http://www.imp2008.ca/aboutus.php)

## "Too Young to Drive, Too Young to Ride"

Every year in Alberta, children and teens are killed riding all terrain vehicles (ATVs). Hundreds more are injured. In 2006, there were 22 deaths in Alberta related to ATVs. Of those 22, six were under the age of 19. Four were children under the age of 16. Last year, Capital Health's emergency departments saw 228 patients under the age of 19 with injuries related to ATVs, an increase of approximately 43 from the previous year. In recent years, ATVs have also become a leading cause of serious pediatric injuries relating to sport and recreation activities in this province.

Recognizing the need for an increase in public awareness regarding the risks associated with ATV use, Kidsafe Connection - Stollery Children's Hospital, Capital Health and the Northern Lights Health Region have launched a radio, print, and poster campaign "Too Young to Drive, Too Young to Ride". The key message of the campaign is that children and teens under 16 years of age do not have the strength, skills, or judgment to operate an ATV.

This campaign was launched May 28 with extensive coverage by television, radio, and print media. The first year of the campaign will run until September 2008 with an increase in profile prior to each long weekend. "Too Young to Drive, Too Young to Ride" and the strong partnership between the Capital Health and Northern Lights health regions was also featured during the Northern Lights Hospital Foundation's radiothon in June.

While it is planned to continue the "Too Young to Drive, Too Young to Ride" campaign into future years, there has been indications of early successes.

- Although this campaign originated as a partnership between Capital Health and Northern Lights, other regions have implemented the campaign, further increasing the public's awareness of the issue.
- Parkland County, a county within Capital Health, has strengthened its Off Highway Vehicle (OHV) Bylaw to require OHV operators be 16 years of age and in possession of a Class 5 Driver License.

While very real risks remain with the use of these recreational vehicles, for those teens and adults who chose to operate an ATV, injuries can be prevented by following these recommendations:

- ATVs should only be operated by drivers 16 years of age or older.
- All drivers should take an approved training course.
- ATVs should be registered and licensed.
- Do not carry a passenger on an ATV unless recommended by the manufacturer.
- Wear an approved ATV or motorcycle helmet, eye protection, and appropriate clothing.
- Never use alcohol or drugs while operating an ATV.
- Drive the ATV at a safe, controlled speed.
- Parents must be involved when their teen begins driving an ATV. This includes: actively supervising, controlling access to the ATV, teaching safe driving habits, providing opportunity for practice, and setting and enforcing rules.

The "Too Young to Drive, Too Young to Ride" campaign is generously supported by the Stollery Children's Hospital Foundation and Northern Lights Regional Health Foundation.

- Kidsafe Connection is the pediatric injury prevention program located at the Stollery Children's Hospital in Edmonton, Alberta, Canada. This program addresses the leading cause of death and disability for children - preventable injuries. More children die annually from injuries than from all other childhood diseases combined.

- There is a website referring to the campaign "Too Young to Drive, Too Young to Ride": [www.capitalhealth.ca/safeATV](http://www.capitalhealth.ca/safeATV).

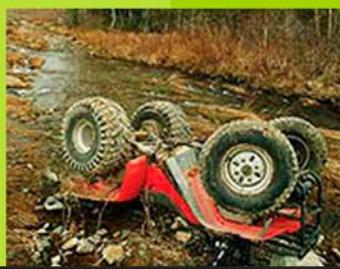


Photo courtesy of the Department of Government Services, Government of Newfoundland and Labrador

# Get to know the **CASA** Board



Laurel Aitken, B.Sc. Ag.  
CASA Board Secretary

## What do you do at your job?

I am the Farm Safety Coordinator for Alberta Agriculture and Rural Development. As part of the Ag Education and Training Branch, I work to promote farm safety through awareness campaigns, and the development of educational resources for farm safety. Our branch does most of its work through partnerships with industry, agricultural organizations and most importantly, rural communities.

An area we are currently exploring is options for safety training for farmers. There are specific challenges in providing learning opportunities to a rural audience such as access to high speed internet, geographical isolation and ability to commit to a timeline that may conflict with last minute farm needs. An advisory group of farmers and educational specialists will look at all options and put together a proposal for a safety training pilot program in Alberta.

## Are you involved in other projects?

Our Safety Up Campaign is supported by Ag Policy Framework funding and has been running for the past year. The campaign is targeted toward new and young workers in the 17 to 25 yr old demographic. Young workers often have an attitude of invincibility and new workers are usually unaware of the potential hazards on the job. Combine the two and it's easy to see why we need to target this group. The campaign's goal is to remind new and young workers to "save themselves for the good times" – stay safe on the job, so they can enjoy life off the job.

A media campaign including radio ads and posters along with age specific educational resources, displays, and promo-wear have been developed as part of the campaign. A summer student was hired to attend summer festivals and rodeos in rural Alberta to promote the campaign and its message to the youth at these events.

## Why your involvement in Farm Safety?

I started out with Alberta Agriculture and Rural Development in program development. Being a "people person" I found my interests were steering me toward more direct involvement with farmers and rural organizations. I jumped at the chance to take on the Farm Safety Coordinator position which allows me to get out in the community and work with people who are passionate about health and safety in their farm communities. Since my education is in Agriculture, I have been working towards my Certificate in Health and Safety to round out my skills and will complete it this year.

## Other interests?

I have always enjoyed sports, including running, soccer and lately, dragon boating. My husband Dave and I are members of the Edmonton Dragon Boat Racing Club. Our mixed team has won gold in two festivals this year and we hope to make it to the nationals next summer. As well, I have three children and keep busy as their number one fan for track, hockey, football and ringette. In our spare time, my husband and I like to travel and do a bit of hiking and sightseeing.

## A place you think everybody should see?

My most recent discovery is Horseshoe Lake near Jasper, Alberta. I've been to Jasper many times to sightsee and hike and camp and it was only on our latest trip that we discovered this incredibly beautiful, glacial lake surrounded by rock cliffs. The locals head there to cliff-jump and swim in the deep, intensely blue water on hot summer days. It just doesn't get much better than that.



## Dates to remember:

- CASA Board Call for Nominations will be **September 8<sup>th</sup> – 19<sup>th</sup>**. More information on the upcoming election will be posted on our website. Remember only CASA Council members are eligible to vote in the CASA Board Elections.
- CAISP executive steering committee is holding its inaugural meeting **October 30<sup>th</sup> and 31<sup>st</sup>** to confirm next steps in the new governance. They will review the strategic plan and governance model in this next phase of the CAISP transition.