



 **Safety**  
**2010**  
World  
Conference



# Listen and Learn: Working with Ethno-Cultural Communities to Share Injury Prevention

Pamela Fuselli, Safe Kids Canada &  
Barbara A. Morrongiello, University of Guelph

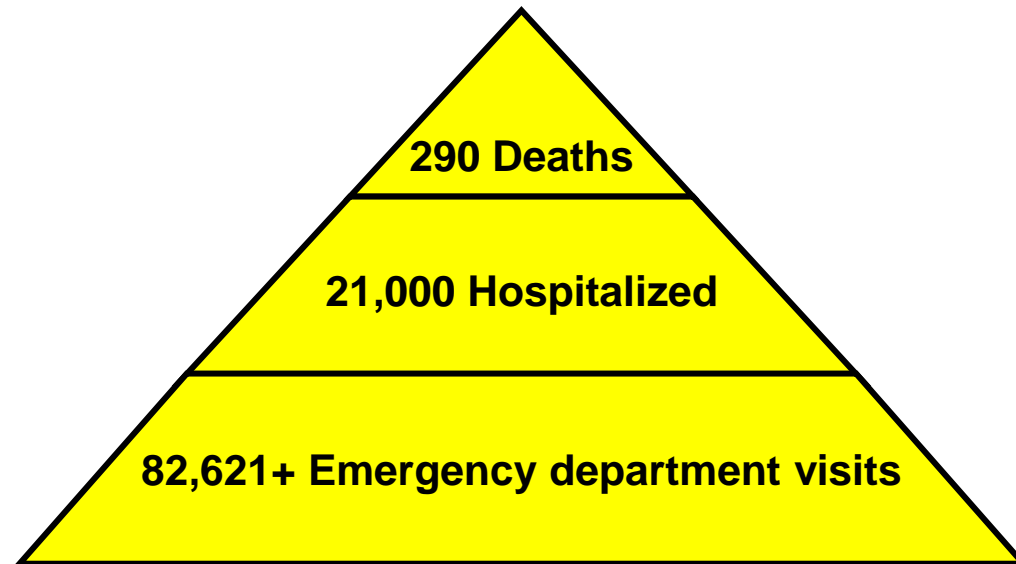
September 22, 2010  
@ 16:30

# Outline

- Childhood injuries in Canada
- Why culturally appropriate injury prevention programs?
- Three year program overview
- Program deliverables

# Childhood Injuries in Canada

**Unintentional injuries are the leading cause of death among children in Canada.**



Unintentional injuries to Canadian children ages 1 to 14 in 2005. Public Health Agency of Canada.

**Injuries to children cost the Canadian healthcare system  
\$4 billion annually**

# Why Culturally Relevant Injury Prevention Program?

Immigration is an important aspect of population growth in Canada. Approximately 1.1 million immigrants arrived in Canada (2001 – 2006)

In 2006: 6.1 million foreign born individuals were enumerated in the census in Canada

One in five recent immigrants who arrived in Canada between 2001 and 2006 were children aged 14 and under.



Need 'culturally appropriate' injury prevention programs that focuses on immigrant children.

# Three Year Program Overview

## Program Deliverables and Enhanced Outputs

- Safe Kids Canada engaged **80** parents and community leaders:
  - interviews
  - focus group discussions
  - consultations

AIM: identify cultural norms and barriers to accessing health information  
& develop culturally appropriate resources

- Over **45,000** educational resources were developed in three target languages.
- **100** key stakeholders now have an increased capacity to provide culturally appropriate resources for target communities.

# Three Year Program Overview

## Program Deliverables and Enhanced Outputs

- Over **2 million** immigrants were reached in the target communities through social marketing campaigns.
- Additional program outputs were facilitated through media relations (press releases, television interviews and radio talk shows).



# Three Year Program Objectives

- To establish a national injury prevention program that translates knowledge to diverse populations in Canada.
- Ensure identified communities have access to culturally appropriate injury prevention resources for the purpose of influencing risk and safety behaviours to reduce the burden of injury.
- To establish collaborative relationships with appropriate key stakeholders, such as ethno-cultural agencies who serve diverse communities.



# 2007 Program Deliverables

## **Geographical Location for Program Outreach**

- According to the Statistics Canada 2006 census, approximately 41% of all recent immigrants settled in/around Toronto.

SO: Safe Kids Canada chose to implement the initial three year program cycle in the Greater Toronto Area (GTA).

## **Identify Three Target Communities**

- Selected: Punjabi, Chinese and Portuguese communities  
[Target communities were selected based on most common ethnic languages spoken in the GTA (Statistics Canada 2001 census)]

# 2007 Program Deliverables

## Research

- The Volunteer Consulting Group (VCG) from the University of Toronto conducted qualitative research on effective ways of reaching out to ethno-cultural and immigrant communities.
- Research data was based on interviews with community leaders from target communities.
- Background research using extensive literature review was also conducted to understand and identify how ethnicity and immigrant status influences the risk of childhood injuries in Canada.

# 2008 Program Deliverables

## Community Engagement

- Research was conducted on three target communities to identify and select *key informants* based on their direct experience with the Punjabi, Chinese and Portuguese immigrant communities.
- Twenty key informant interviews were conducted from various primary settlement and multicultural organization across the GTA

# 2008 Program Deliverables

## Objectives of Key Informant Interviews

- Identify community perspective on childhood injuries
- Identify effective community outreach strategies

## Common Themes from Key Informant Interviews

- Immigrant parents face both linguistic isolation, and societal barriers in accessing health related information
- Home injuries are prevalent among recent immigrant children
- Emphasizing laws on Canadian child safety legislation is an effective way of raising awareness among immigrant parents
- Promoting safety messages through ethnic media is a powerful and effective medium

# 2008 Program Deliverables

## Quote from Key Informant Interview

*“In my experience as a settlement worker, new immigrant parents are faced with many challenges such as looking for jobs and financially supporting their families. Allocating money on child safety devices can often rank lower on their priority list. Parents lack awareness on childproofing homes and other safety practices as their country of origin may not have certain safety regulations enforced” – Settlement worker (Access Alliance Multicultural Health and Community Centre)*

# 2008 Program Deliverables

## Theme for 2008 – Home Safety

“Keep Your Child Safe at Home” brochure was developed in Punjabi, Simplified Chinese and Portuguese.

To ensure safety messages were culturally relevant, the brochure content was focus-tested with parents and reviewed by community leaders and representatives.

- ❖ 5000 brochures developed in each target language
- ❖ 15,000 brochures printed
- ❖ Brochures were distributed to recent immigrant communities through public health units, settlement agencies and multicultural organizations operating in the GTA.
- ❖ Great-West Life, London Life and Canada Life’s logo placed on all resources developed

请确保孩子在家中的安全



请保护好您的孩子，勿使其发生烧伤事件。

家中配备的烟感器可在发生火灾时发出警告。请确保您家中各楼层及各休息区外部均配有烟感器。

烟感器应每六个月检查一次，烟感器电池应每年更换一次。

热自来水可严重烫伤您的孩子。请务必用手测好水温。水应感觉温而不热。

做饭或调制热饮时，请确保您的孩子处在较远的安全区域。



请保护好您的孩子，勿使其坠落。

孩子若从床、椅子、楼梯或其他高处掉落，可导致头部严重受伤。

当您的孩子在尿布台上、床上或其他高处时，请确保您有一只手扶住孩子。请将儿童汽车安全座椅及婴儿椅放在地板上。

已有儿童从窗户坠落死亡的先例。请确保窗户的可开启高度不超过10公分，纱窗无法避免儿童坠落。



请保护好您的孩子，勿使其中毒。

在加拿大，多数少儿中毒案例均因服用药物而导致。小剂量的成人药物对孩子的孩子可能有致命危险。

请将所有药物、清洁用品及其他有毒物品锁好，并放在孩子无法触及的地方。

来访者的手提包中可能装有药物或其他危险物品。请确保此类物品无法被孩子拿到。

若发生中毒事件，请呼叫您当地的中毒情报中心或911。



Safe Kids Canada 赞助商



STRONGER COMMUNITIES TOGETHER™

# 2008 Program Deliverables

## Home Safety Promotion Through Ethnic Media

- A 30-second radio public service announcement (PSA) on falls and poisoning prevention was developed in the three languages.
- Safe Kids Canada established a partnership with a Toronto-based multicultural media station (CIRV Multicultural Mix), that airs radio and television programs for diverse communities in Ontario.
- The radio public service announcements aired everyday for two months (October- November 2008) by CIRV.
- A Safe Kids Canada television public service announcement dubbed in Portuguese was also aired by CIRV during October and November 2008.

# 2008 Program Deliverables

## English Script of Radio Public Service Announcements

### **POISON PREVENTION:**

*“Injury kills more children in Canada than any other cause. Keep your children safe. Every year children are killed when they swallow medicines and pills that they think are candy. Always keep medicines and poisonous products locked up and away from children. When you have visitors at home, make sure their purse or bag is also out of reach. For a safety brochure in Chinese visit [www.safekidscanada.ca](http://www.safekidscanada.ca). This message is bought to you by Safe Kids Canada proudly supported by Great-West Life, London Life and Canada Life.”*

### **FALL PREVENTION:**

*“Injury kills more children in Canada than any other cause. Keep your children safe. Falls from high places such as kitchen counter tops, beds and stairs can cause serious head injuries to your child. Never place car seats, baby carriers or rockers on any high surface. Your child may wiggle and roll and can be seriously hurt if these carriers fall. For a safety brochure in Chinese visit [www.safekidscanada.ca](http://www.safekidscanada.ca). This message is bought to you by Safe Kids Canada proudly supported by Great-West Life, London Life and Canada Life.”*



# 2008 Program Deliverables

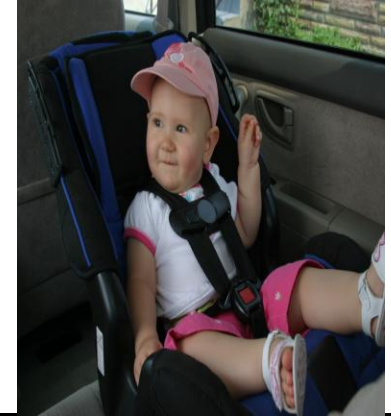
## Additional Program Activity

- In order to disseminate key home safety messages in the Punjabi community, Safe Kids Canada staff members participated in a television interview on Sur Sagar Channel (Rogers 626). The interview was aired in September 2008.
- A press release was circulated to all prominent and popular Punjabi, Chinese and Portuguese newspapers in the GTA.
- An article based on the press release was published in Ming Pao Chinese newspaper in October 2008. Ming Pao has a daily circulation of 158,000.

# 2009 Program Deliverables

## Theme for 2009 – Booster Seat Safety

- Aim = promote car passenger safety among Chinese, Punjabi and Portuguese recent immigrant families in the GTA



**Motor vehicle collisions kill more children than any other injury. An estimated 100 children age 14 and under are killed and more than 12,000 children injured every year due to traffic collisions.**

- To identify and understand parents' level of awareness of car passenger safety, Safe Kids Canada conducted three focus group discussions with Chinese and Punjabi recent immigrant parents (40 recent immigrant parents participated)

# 2009 Program Deliverables

## Common Themes from Focus Group Discussions

- All parents perceived using car seats as extremely important in keeping their children safe while riding in cars.
- Most parents lacked awareness about the purpose of a booster seat and how it protects children in a car crash.
- There is a lack of resources available in native language that provides clear and simple safety recommendations on child passenger safety.
- Ethnic media is an effective way of reaching out to recent immigrant communities.

# 2009 Program Deliverables

## Quotes from focus group discussions

- *“A child is not strapped to a booster seat like a car seat. I worry when my child will be in a booster seat, his neck will not be protected during a car crash. I just don’t think they are safe.”*  
- quote from a mother , Chinese new immigrant
- *“If the sole purpose of the booster seat is to buckle children to seat belt and elevate their position. You can use a cushion/pillow under them and elevate their position. I just don’t see why they have to use booster seat. They seem unnecessary.”*  
– quote from a father, Punjabi new immigrant

# 2009 Program Deliverables

## Booster Seat Campaign

- Safe Kids Canada designed and implemented a summer campaign to raise awareness and increase use of booster seats among the Chinese, Punjabi and Portuguese recent immigrant families in the GTA.

## Campaign Strategies

- Develop and distribute culturally appropriate resources
  - Based on feedback from parents, Safe Kids Canada developed a culturally appropriate brochure on booster seat use in all three target languages.



# 2009 Program Deliverables

## Sample Brochure in Portuguese Language

**Use Assentos Elevatórios para Manter a Sua Criança em Segurança**



**Quem Precisa de um Assento Elevatório?**

As crianças que já não cabem nas cadeiras para carro viradas para a frente estão prontas para usar um booster seat (cadeirinha de segurança) se tiverem menos de 4 pés e 9 polegadas de altura (145 cm) e um peso entre as 40 e as 80 libras (18-36 kg).

Se puser a sua criança num cinto de segurança antes de ela ter o tamanho suficiente coloca-a em risco de uma lesão grave ou de morte em caso de acidente.

**Porquê Usar um Assento Elevatório?**

Os cintos de segurança são feitos para pessoas com pelo menos 4 pés e 9 polegadas (145 cm) de altura. Quando uma criança é demasiado pequena para um cinto de segurança, ele toca no pescoço da criança e fica muito alto no estômago dela. Sem um assento elevatório, a sua criança pode ser gravemente ferida num acidente. Um assento elevatório dá 75 por cento mais protecção que os cintos de segurança sozinhos.

**Como Funcionam os Assentos Elevatórios?**

Um assento elevatório levanta a sua criança de modo a que o cinto de segurança se aplique correctamente. O cinto do seu carro que toca no colo e no ombro da sua criança segura a sua criança e o assento elevatório no lugar durante um acidente ou uma paragem brusca.



No Canadá, há diferentes tipos de assentos elevatórios à venda. Um assento elevatório de costas elevadas providencia protecção para a cabeça e o pescoço em carros sem encostos de cabeça. Um assento elevatório sem costas pode ser usado em carros que têm encostos de cabeça ajustáveis ou assentos com costas altas.

**Quando é que uma Criança Está Pronta para Usar um Cinto de Segurança Sozinho?**



Para saber se a sua criança está pronta para o cinto de segurança, meça a sua criança e depois verifique se o cinto de segurança se aplica correctamente. O cinto do ombro deve cruzar o peito da sua criança sem tocar na face ou no pescoço dela, e o cinto do colo deve ficar baixo, por cima das ancas dela. Se o cinto de segurança não se aplicar desta forma, a sua criança ainda precisa de usar um assento elevatório.

Para saber mais sobre assentos elevatórios  
Visite [www.safekidscanada.ca](http://www.safekidscanada.ca)

O Safe Kids Canada é o programa nacional de prevenção de lesões do The Hospital for Sick Children. Trabalhamos para manter as crianças em segurança.

Over 30,000 brochures in Chinese, Punjabi and Portuguese language were distributed to various public health units, regional police departments, public libraries and settlement agencies in the GTA. Great-West Life, London Life and Canada Life's logo was placed on all resources.

# 2009 Program Deliverables

## Campaign Strategies [cont'd]

### ➤ Create awareness through newspaper advertisements

- Safe Kids Canada established partnerships with 4 leading ethnic newspapers in the target communities:
  - Sing Tao Daily newspaper (Chinese/Cantonese language)
  - Canadian Post City newspaper (Chinese/Mandarin language )
  - Punjabi Post newspaper (Punjabi language)
  - Ajit Weekly (Punjabi language)
- Safe Kids Canada developed culturally appropriate advertisements in Chinese (Cantonese and Mandarin) and Punjabi. The ads ran weekly for 4 weeks in all the newspapers during the month of July 2009.

# 2009 Program Deliverables

## Chinese and Punjabi Newspaper Advertisements

保护孩子每一次的乘车安全，  
请使用儿童汽车座椅。



很少有人意识到，汽车安全带是针对成人的体形而设计。因此，在遇到车祸或紧急刹车的情况下，使用儿童汽车座椅的孩子会更加安全。体形已超出正向汽车座椅的儿童，若其身高在4英尺9英寸以下，体重在40至80磅（18-36千克）之间，则应当使用儿童汽车座椅。儿童汽车座椅会将孩子受伤的风险降低近75%。

有关保护儿童安全的详情，请浏览 [www.safekidscanada.ca](http://www.safekidscanada.ca)



Safe Kids Canada 是儿童医院 (The Hospital for Sick Children) 推出的国家级损伤预防计划。



STRONGER COMMUNITIES TOGETHER™

ਹਰ ਵਾਰ ਆਪਣੇ ਬੱਚਿਆਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖੋ।  
ਬੁਸਟਰ ਸੀਟ ਦੀ ਵਰਤੋਂ ਕਰੋ।



ਬਹੁਤ ਬੱਚੇ ਲੋਕਾਂ ਨੂੰ ਪਤਾ ਹੈ ਕਿ ਸੀਟ ਬੈਲਟਾਂ ਨੂੰ ਭਾਲਿੰਗ ਲੋਕਾਂ ਲਈ ਬਣਾਇਆ ਗਿਆ ਹੈ। ਜਿਹੜੇ ਬੱਚੇ ਆਂਕੇ ਮੂੰਹ ਵਾਲਿਆਂ ਕਾਰ ਸੀਟਾਂ ਲਈ ਵੱਡੇ ਹੋ ਚੁੱਕੇ ਹਨ ਪਰ ਉਹ 4 ਫੁਟ 9 ਇੰਚ ਤੋਂ ਘੱਟ ਹਨ ਅਤੇ ਉਹਨਾਂ ਦਾ ਭਾਰ 40 ਅਤੇ 80 ਪੌਂਡ (18-36 ਕਿਲੋ) ਤੋਂ ਘੱਟ ਹਨ, ਉਹ ਬੁਸਟਰ ਸੀਟ ਵਰਤਣ ਲਈ ਤਿਆਰ ਹਨ। ਬੁਸਟਰ ਸੀਟ ਨਾਲ ਸੀਟ ਲੈਂਗਠ ਦੇ ਆਸਰ 75 ਪ੍ਰਸਿਤ ਘੱਟ ਜਾਂਦੇ ਹਨ।

ਆਪਣੇ ਬੱਚਿਆਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਣ ਢਾਂਚੇ ਹੋਰ ਜਾਣਕਾਰੀ ਲੈਣ ਲਈ, ਕ੍ਰਿਪਾ ਕਰਕੇ [www.safekidscanada.ca](http://www.safekidscanada.ca) ਤੇ ਜਾਓ



Safe Kids Canada ਸਿੱਖ ਹਿੰਦਸ ਸਿਸਟਮ (The Hospital for Sick Children) ਦਾ ਨਾਮੀ ਪ੍ਰੋਗਰਾਮ ਦਾ ਸਦ ਤੋਂ ਹਿੱਸਾ ਦਾ ਇੱਕ ਪ੍ਰੋਗਰਾਮ ਹੈ।



STRONGER COMMUNITIES TOGETHER™



# 2009 Program Deliverables

Language	Newspaper	No. of Ads in July	Circulation number	Media Impressions
Chinese (Cantonese)	Sing Tao Daily	4 Ads in July	180,000/day	<b>720,000</b>
Chinese (Mandarin)	Canadian City Post	4 Ads in July	180,000/day	<b>720,000</b>
Punjabi	Punjabi Post	4 Ads in July	18,000/day	<b>72,000</b>
Punjabi	Ajit Weekly	4 ads	15,000/weekly	<b>60,000</b>

❖ Approximately 2 million people reached based on media impression

# 2009 Program Deliverables

## Campaign Strategies [cont'd]

➤ Create awareness on booster seat use through radio messaging

- A 30-second public service announcement (PSA) on booster seats was developed in Chinese (Mandarin and Cantonese), Punjabi and Portuguese languages.
- Safe Kids Canada established partnership with two (Radio A1, Punjabi Post 770 AM) ethnic radio stations in Toronto.
- The Chinese and Punjabi 30 second radio PSA on booster seats were aired every day for the month of July 2009.
- Radio CJMR AM 1320, a Portuguese-based radio station in Toronto, aired Safe Kids Canada's 30 second Portuguese PSA on booster seat use from July 10 - 20, 2009.

# 2009 Program Deliverables

## English Script of Radio Public Service Announcements

*“Motor-vehicle collisions are one of the leading causes of death among children in Canada. Keep your children safe while riding in cars by using a booster seat. Children who have outgrown forward-facing car seats are ready to use a booster seat if they are less than 4 feet 9 inches tall and weigh between 40 and 80 pounds. Seat belts are designed for adult bodies. Using a booster seat will keep your child safer in a crash.”*

**This message is brought to you by Safe Kids Canada, proudly supported by Great-West Life, London Life, and Canada Life.”**

# 2009 Program Deliverables

## Campaign Strategies [cont'd]

### ➤ Advocate booster seat safety through media relations

- Community leaders were selected to speak on behalf of Safe Kids Canada on various ethnic radio talk shows.
- A nurse from the Chinese community and a Punjabi community leader advocated for booster seat use for their respective communities on A1 Chinese Radio and Punjabi Post 770AM during a 10-minute talk show.
- OMNI Chinese channel covered a 3 minute segment on Safe Kids Canada's booster seat campaign. It was also mentioned on the OMNI Portuguese newscast.

# 2009 Program Deliverables

## Campaign Strategies [cont'd]

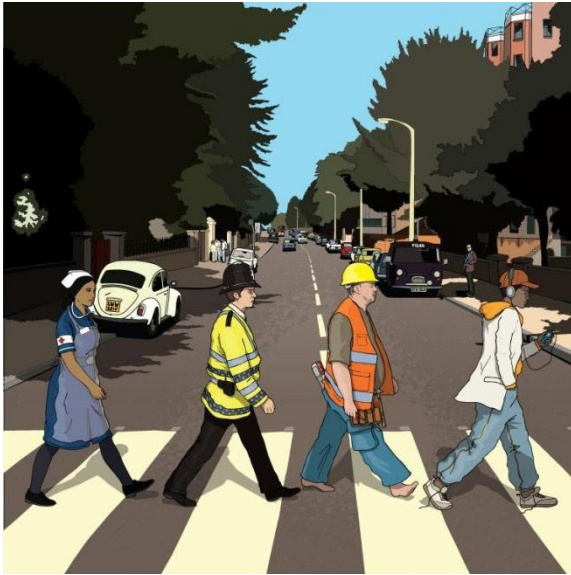
➤ Advocate booster seat safety through media relations  
[cont'd]

- Safe Kids Canada staff members attended a one-hour live television talk show on Sur Sagar Channel, a national Punjabi network. The talk show focused on booster seat use and safety recommendations.
- Press releases containing information on program initiative and
- Where to access translated brochures on booster seat use was distributed to various ethnic newspapers in the GTA.

# Conclusion

- Recent immigrants, particularly children, often experience high rates of injury.
- Developing injury prevention programming that is ethnically and culturally sensitive is essential.
- A 'participatory approach' that engages immigrant communities can support developing evidence-based safety materials and key messages.
- Social marketing strategies that utilize community resources can then raise awareness of and promote dissemination of these safety messages/materials.





 **Safety  
2010  
World  
Conference**