

A World of Possibilities



Saskatchewan Prevention Institute
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Annual Report
2007 - 2008

Saskatchewan
Prevention[™]
Institute
Our Goal is Healthy Children



A World of Possibilities



Prevention Institute Staff 2007 - 2008

Left to Right - Back Row: Adrienne Danyliw, Sue Haffey, Arlene Kish, Cara Zukewich, Stacey McHenry, Keri Dalsgaard, Lee Hinton, Donna Anderson, Tanya Robertston-Frey, Sandra Kilborn. *Middle Row:* Pam Barker, Megan Clark, Connie Kirk, Christine McDougall, Rachel Clare, Pella LeDrew. *Front Row:* Bev Drew, Robin Thurmeier. *Missing:* Laurie Brand, Tracey Carr, Laynni Locke, Amy Metcalfe, Kathy McGaffin, Barbara Schindelka, Jill Shanks, Tracy William-Duerr, and Bernice Yahyahkeekoot

A World of Possibilities

Mission

To reduce the occurrence of disabling conditions in children.

Primary prevention aims to prevent disabling conditions from occurring. Preventing disabilities is both an individual and societal responsibility; however, it is important to recognize that not all disabilities can be prevented. The Prevention Institute promotes primary prevention by focusing on the following:

- Communications
- Community Development
- Education
- Information Services
- Research and Evaluation
- Special Projects

Program Areas and Projects

Alcohol, Tobacco & Other Drugs

Fetal Alcohol Spectrum Disorder: *Decreasing the incidence of FASD throughout Saskatchewan.*

Alcohol Risk Assessment Project: *Providing tools and resources to help assess the risks of alcohol use during pregnancy.*

Canada Northwest FASD Resource Evaluation Project: *Collecting and evaluating primary prevention FASD resources developed and distributed across northwestern Canada.*

Childhood Injury Prevention

Promoting safe practices that prevent unintentional and intentional injuries to children.

Maternal and Infant Health

Perinatal and Infant Health: *Promoting maternal and infant health and working to reduce infant mortality.*

Parenting Education

Nobody's Perfect Parenting Program: *Providing resources, programs and training in order to support positive parenting skills.*

Healthy Parenting Home Study Program: *Providing print and on-line resources and programs in order to support positive parenting skills.*

Aboriginal Parenting Resource Project: *Empowering and strengthening the role of Aboriginal parents through traditional wisdom and modern parenting education tools.*

Financial Statements Summary

Year Ended March 31, 2008

Statement of Financial Position

		2008	2007
Assets	Current & Long Term	\$1,018,087	\$1,163,385
	Capital	28,214	38,870
	Total Assets	\$1,046,301	\$1,202,255
Liabilities	Current & Long Term & Deferred	\$ 337,392	\$570,296
Net Assets	Invested in Capital Assets	\$ 28,214	\$ 38,870
	Internally Restricted	417,053	367,053
	Unrestricted	263,642	226,036
	Net Assets	708,909	631,959
	Total Liabilities and Net Assets	\$1,046,301	\$1,202,255

Statement of Core Operating Revenue and Expenditures

Revenue	Government of Saskatchewan	\$ 210,576	\$204,443
	Kinsmen Telemiracle Foundation	120,000	120,000
	Saskatchewan Abilities Council	33,125	30,625
	Interest and Other	18,252	24,207
	Total Revenue	\$ 381,953	\$379,275
Expenditures	Administration	\$ 112,239	\$109,545
	Development & Research	3,186	3,805
	Public Education	253,080	191,768
	Total Expenditures	\$ 368,505	\$305,118
Excess of Revenue Over Expenditures Prior to Specified Items		\$ 13,448	\$ 74,157
Other Income (Expenses)		51,458	41,235
Excess (Deficiency) of Revenue Over Expenditures		\$ 64,906	115,392

These numbers are derived from the Audited Financial Statements for the year ended March 31, 2008.

A set of Audited Financial Statements and accompanying Auditor's Report are available by contacting the Saskatchewan Prevention Institute.

Prevention Matters 2007 Conference

The 2007 Prevention Matters Conference was held on October 22, 23, and 24 at the Radisson Hotel in Saskatoon, Saskatchewan. Over 460 delegates attended this Conference, making it the Prevention Institute's largest event this year.

Speakers were chosen based on a matrix of topics/themes. The expertise and caliber of speakers was excellent, with keynote speaker, Craig Kielburger being the hit of the conference.

A Mocktail Reception was held on the first evening, offering delegates non-alcoholic beverages, hors d'oeuvres, and the opportunity to network. It was an opportunity to invite sponsors and thank them for their support. Donations were made to the Saskatoon Interval House and the Saskatoon Food Bank on behalf of our sponsors and the Saskatchewan Prevention Institute staff.

The conference ran smoothly and was successful. Measures of success were the amount of Early Bird registrations (324), a sold out conference (460), a waiting list (40), and an overall rating on the evaluation of 4.67/5.

A two page evaluation form was developed with questions that rated speakers, conference organization, venue, meals, conference packages, etc. and the data collected was put into a separate report. Comments were gathered and trends in the comments were reported on. Themes from the comments will be used to help organize future educational events.

Attachment Resource Kit Project: *Promoting healthy attachment by providing tools to help project staff support parents in developing healthy attachment relationships with their children and assess when an attachment relationship requires a referral to an appropriately trained professional.*

Community

Community Action Program for Children (CAPC): *Supporting programs for children who are at risk for poor health outcomes.*

Advisory Committee on Family Planning (ACFP): *Reporting to the Minister of Health, supporting programs regarding youth sexual and reproductive health and wellness in Saskatchewan.*



Message from the Chairperson

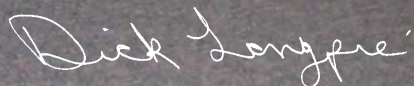
On behalf of the Board of Directors of the Saskatchewan Prevention Institute, I request acceptance of the 2007-2008 Annual Report ... “A World of Possibilities”.

Indeed there is a world of possibilities when it comes to the work of the Prevention Institute. We have had a busy and challenging year and the Board is appreciative of the commitment shown by all the staff. We welcome back Noreen Agrey as Executive Director and look forward to another busy year. Most importantly thanks to an engaged and hardworking staff; they are the heart of the organization.

Many thanks for the ongoing support from the Kinsmen Telemiracle Foundation, Saskatchewan Abilities Council, University of Saskatchewan, Government of Saskatchewan, Members of the Community, and other supporters.

The Board of Directors thanks and recognizes the Members of the Corporation, the Medical Advisory Committee, the Communications Committee, and other Board Committees for their valuable guidance.

Sincerely,



Dick Longpre, Board Chairperson



The Prevention Institute has memberships in the following provincial and local committees:

- Acquired Brain Injury/Saskatchewan Government Insurance Community Grant Review Committee
- Canada Northwest Fetal Alcohol Spectrum Disorder Partnership
- Community Action Program for Children Evaluation Working Group
- Community Action Program for Children Provincial Advisory Committee
- Community Action Program for Children Technical Review Committee
- Congenital Anomalies Registry Working Group
- Kinsmen Children’s Centre Occupational Health & Safety Committee
- Prairie Region Health Promotion Research Centre Summer School Committee
- Saskatchewan Aboriginal Injury Prevention Partners
- Saskatchewan Acquired Brain Injury Advisory Group
- Saskatchewan Coalition for Tobacco Reduction
- Saskatchewan Injury Prevention Symposium Planning Committee
- Saskatchewan Interagency Car Seat Safety Committee
- Saskatchewan Learning Fetal Alcohol Spectrum Disorder Experts Panel
- Saskatchewan Safety Council Home and Community Division
- Saskatoon Car Seat Partners
- Saskatoon Parenting Education Committee
- Saskatoon Towards Offering Partnership Solutions to Violence (STOPS)
- Saskatoon Youth Addictions Strategy

The Prevention Institute is the lead agency in the following committees:

- Aboriginal Parent Education Resource Kit National Advisory Committee
- Advisory Committee on Family Planning to the Minister of Health
- Saskatchewan Coalition on Bicycle Safety
- Saskatchewan Fetal Alcohol Spectrum Disorder Coordinating Committee
- Saskatchewan Fetal Alcohol Spectrum Disorder Speakers Bureau Steering Committee
- Saskatchewan Parenting Education Advisory Committee
- Saskatchewan Regional Fetal Alcohol Spectrum Disorder Committees

Committees and Memberships

The Prevention Institute has memberships in the following national committees:

- Active and Safe Routes to School
- Advisory Group for the Special Needs Car Seat Manual
- Canada Prenatal Nutrition Program Advisory Committee
- Canadian Association of Road Safety Professionals
- Canadian Collaborating Centres on Injury Prevention and Control
- Canadian Pediatric Society Maltreatment Section Shaken Baby Syndrome Multidisciplinary Guidelines Committee
- Community Action Program for Children/Canada Prenatal Nutrition Program National Projects Fund Advisory Committee
- Curriculum Review Committee for Canadian Curriculum on Injury Prevention and Control
- National Coalition for Community Action Program for Children
- Nobody's Perfect Provincial/Territorial Coordinators
- Program Planning Committee for Canadian Injury Prevention and Safety Promotion Conference
- Saskatchewan Community Development Society

Message from the Executive Director

I am pleased to present this annual report, highlighting the accomplishments of 2007-2008. The work of the Prevention Institute is always done in the best interests of all Saskatchewan children and their families. We strive to provide current, evidence-based information and programming that will inform parents and professionals about primary prevention measures that will prevent or mitigate the severity of disabling conditions. There is a world of possibilities in terms of the direction the Institute could go and the topic areas it could embrace.

It is vital that the Prevention Institute work in true partnership with other stakeholders in Saskatchewan. The work we do would not be as valuable if it were not taken forward by those who work in direct contact with families and children.

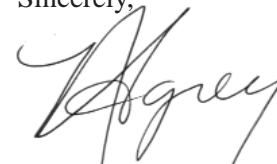
The guidance and direction provided by the Board of Directors, Executive, Medical Advisory and Communications Committees is invaluable. The Institute is stronger because of the input from individuals who volunteer their time and wisdom to our organization.

The Members of the Corporation, the Government of Saskatchewan, the Kinsmen Telemiracle Foundation, the Saskatchewan Abilities Council, the University of Saskatchewan and the Community-at-Large have entrusted the Institute with funding and other supports to carry out its work. The Institute would not exist without their support. The organization is obligated to work consistently within our mandate and to be both innovative and thoughtful about the programming that we do and the topic areas we choose to pursue.

On behalf of all of the staff, thanks to Dick Longpre for his commitment to the organization. He voluntarily served in the capacity of Executive Director for a two month period during 2007-2008 and was greatly appreciated for his leadership and understanding.

As we move into 2008 - 2009, we will keep this thought, "a world of possibilities" with us; acknowledging that all children regardless of their abilities have the right to health and safety so that *their* lives can also be filled with a world of possibilities.

Sincerely,



Noreen Agrey, *Executive Director*

Partners

Our partners in prevention provide support in a variety of ways, including financial and in-kind contribution and the sharing of expertise.



Government of
Saskatchewan



Kinsmen Telemiracle Foundation

The Kinsmen Telemiracle Foundation provides financial assistance to hundreds of Saskatchewan individuals every year to facilitate quality of life and independence.

Saskatchewan Abilities Council

The Saskatchewan Abilities Council works with people with varying disabilities to enhance their independence and participation in the community through vocational, rehabilitation, and recreational services.

Government of Saskatchewan

The Prevention Institute works closely with the Ministry of Health, Ministry of Education, and the Ministry of Social Services, in addition to other government departments in the areas of prevention and health promotion, with the goal of decreasing the occurrence of disabilities in children.

University of Saskatchewan

The University of Saskatchewan belongs to the people of Saskatchewan. As an academic community, the University's mission is to achieve excellence in the scholarly activities of teaching, discovering, preserving, and applying knowledge. The colleges of Education, Nursing, and Medicine are active partners with the Prevention Institute.

Community-at-Large

The Prevention Institute gratefully acknowledges the support and guidance received from a number of dedicated Saskatchewan citizens who serve as community members-at-large.

The research committee met during the year to develop a research strategy that would address the effectiveness of FASD prevention campaigns in creating positive behaviour change. The research strategy developed is as follows:

Stage 1	A literature review of the evaluation studies completed in the area of FASD primary prevention will be conducted. The target audience will be determined during this stage.
Stage 2	The campaign materials previously collected will be coded by four independent coders based on a selected health behaviour model. A table of resources will be created based on these codes. Once the campaign materials are coded and categorized by the behaviour model variables, the Prevention Institute will identify what cells are filled. Eventually materials will be created to fill the empty cells allowing the model to be tested.
Stage 3	The campaign materials will be tested using field-experimental design to determine whether the model is effective and which variables (or combination thereof) are likely to create behaviour change in the target audience.
Stage 4	The fourth stage of the project will be to develop and implement a prevention campaign based on the outcomes of Stage 3. Variables shown to create behaviour change will be incorporated into the campaign development. Evaluation will take place throughout this stage.
Stage 5	The final stage of the project will be to evaluate the newly developed social change campaign to determine its effectiveness in creating behaviour change in the target audience.

With regards to grant applications, Dr. Deshpande, Dr. Cismaru, and Noreen Agrey submitted a Letter of Intent to the Social Science and Humanities Research Council of Canada (SSHRC) in the Community University Research Alliances (CURA) section which has been accepted. Further SSHRC CURA grant development will continue during the next fiscal year.

Canada Northwest Fetal Alcohol Spectrum Disorder (FASD) Resource Evaluation Project

Overview

The Canada Northwest FASD Resource Evaluation project is funded by the Canada Northwest FASD Research Network. The main objectives of the project are:

- 1) to collect and catalogue primary prevention FASD resources across British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories, and Nunavut; and
- 2) to collect and analyze any evaluations completed on the above resources. This information will be used to create a research strategy to further our knowledge of the messages that are effective in decreasing alcohol consumption while pregnant.

Activities

During the first year of the project, an evaluation report was completed. The outcomes of this report indicated while awareness and knowledge appears high in current campaign evaluations, little is known about the behavioural impact of these campaigns. To address this issue, the main objectives of the project were to:

- 1) create a research committee;
- 2) develop a research strategy to address behavioural impact of FASD campaigns; and
- 3) complete grant applications for additional funding based on the research strategy.

The research committee currently includes:

Robin Thurmeier, FASD Resources Researcher, Saskatchewan Prevention Institute.
Dr. Sameer Deshpande, Assistant Professor (Management), University of Lethbridge
Dr. Magda Cismaru, Assistant Professor (Marketing), University of Regina
Noreen Agrey, Executive Director, Saskatchewan Prevention Institute
Megan Clark, Research and Evaluation Officer, Saskatchewan Prevention Institute
Lee Hinton, Program Manager, Saskatchewan Prevention Institute

Members of the Corporation

Dr. George Peacock, *Chairperson*
Laura Klassen, *University of Saskatchewan*
Mary Martin-Smith, *Ministry of Health*
Joan Steckhan, *Kinsmen Telemiracle Foundation*
Bruno Konecsni, *Saskatchewan Abilities Council*

Executive Committee

Dick Longpre, *Chairperson*
Dr. William Bingham
Dr. David Mykota
Kent Smith-Windsor
Terry Summers, *Treasurer*
Jill Shanks, *Executive Director (to August 2007)*
Noreen Agrey, *Executive Director (October 2007)*

Medical Advisory Committee

Dr. Garth Bruce, *Chairperson*
Dr. Patricia Blakley
Dr. George Carson
Dr. Laurentiu Givelichian
Dr. Stephen Helliar
Sharon Huber
Dr. James Irvine
Dr. Denis Lehotay
Dr. Sharon Leibel
Dr. William Osei
Linda Restau
Dr. Oscar Rivera
Dr. Mo Shokeir
Jill Shanks, *Executive Director (to August 2007)*
Noreen Agrey, *Executive Director (October 2007)*
Tracey Carr, *Staff (to July 2007)*
Megan Clark, *Staff*
Lee Hinton, *Staff*

Communications Committee

Dr. Marvin Brown, *Chairperson (to December 2007)*
Robin Chapman
Patti Donlevy
Dick Longpre
Bob Neufeldt
Steve Rennick
Jill Shanks, *Executive Director (to August 2007)*
Pam Barker, *Staff*

Board of Directors

University of Saskatchewan

Dr. William Bingham, *College of Medicine*
Dr. Garth Bruce, *College of Medicine*
Robin Evans, *College of Nursing*
Dr. David Mykota, *College of Education*

Government of Saskatchewan

Rosemary Beckie/Anne Sloboda,
Ministry of Education
Mary Martin-Smith, *Ministry of Health*
Bob Neufeldt, *Ministry of Social Services*

Kinsmen Telemiracle Foundation

Joan Steckhan Mike Gage

Saskatchewan Abilities Council

Dr. Marvin Brown Dr. Isabelle Mills
(to December 2007)

Community-at-Large

Jenny Hoffman Dick Longpre
Dr. Gladene Robertson Barbara Smith
Kent Smith-Windsor Terry Summers
Shelley Thomas Prokop

Staff Members 2007 - 2008

Core Staff

Noreen Agrey, *Executive Director*

Donna Anderson, *Secretary*

Pam Barker, *Communications Coordinator*

Tracey Carr, *Research and Evaluation Officer*
(July 2007)

Megan Clark, *Research and Evaluation Officer*

Keri Dalsgaard, *Executive Secretary*

Lee Hinton, *Program Manager*

Sandra Kilborn, *Resource Secretary*

Arlene Kish, *Accountant*

Kathy McGaffin, *Executive Assistant*
(Aug. 2007)

Jill Shanks, *Executive Director* (Aug. 2007)

Tracy Williams-Duerr, *Accountant* (Sept. 2007)

Alcohol, Tobacco & Other Drugs

Laurie Brand, *FASD Program Coordinator*
(Sept. 2007)

Bev Drew, *FASD Program Coordinator*

Stacey McHenry, *FASD Program Coordinator*

Barbara Schindelka, *FASD Program*
Coordinator (May 2007)

Robin Thurmeier, *FASD Resources Researcher*

Cara Zukewich, *FASD Project Assistant*

Childhood Injury Prevention

Pella LeDrew, *Childhood Injury Prevention*
Program Coordinator

Laynni Locke, *Childhood Injury Prevention*
Program Coordinator (Feb. 2008)

Maternal and Infant Health

Christine McDougall, *Perinatal and Infant*
Health Coordinator

Amy Metcalfe, *Perinatal and Infant Health*
Coordinator (July 2008)

Parenting Education

Adrienne Danyliw, *Nobody's Perfect*
Program Coordinator

Sue Haffey, *Healthy Parenting Home Study*
Program Coordinator

Bernice Yahyahkeekoot, *Aboriginal Parent*
Education Resource Kit Program Coordinator
(March 2008)

Pam Barker, *Aboriginal Parent Education*
Resource Kit Program Manager

Megan Clark, *Attachment Resource Kit*
Project Coordinator (Sept. 2007)

Community

Community Action Program for Children (CAPC):

Connie Kirk, *Community Development*
Coordinator

Tanya Robertson-Frey, *Evaluation Coordinator*

Cara Zukewich, *CAPC Program Assistant*

Advisory Committee on Family Planning (ACFP)

Rachel Clare, *ACFP Program Coordinator*

The following activities have occurred in support of the goal to involve families, schools, community members, community groups and organizations, and all levels of government in sharing responsibility for promoting sexual and reproductive health and wellness among all ages:

- Presentations were created based on Parent Survey & Youth Report and dissemination plan created.
- Database of School Community Council (SCC) connections created & dissemination plan for distribution of Parent Survey and Youth Report to SCC members completed.
- Continuation of youth sexual health and wellness community grant program which enables communities to implement locally planned programming to assist youth in decision making. This year a total of \$63,870 was distributed to 15 projects in schools, regional health authorities and community based organizations throughout the province.
- 356 copies of the Grade 9 Sexual Health Unit were distributed to teachers throughout the province.

Advisory Committee on Family Planning (ACFP)

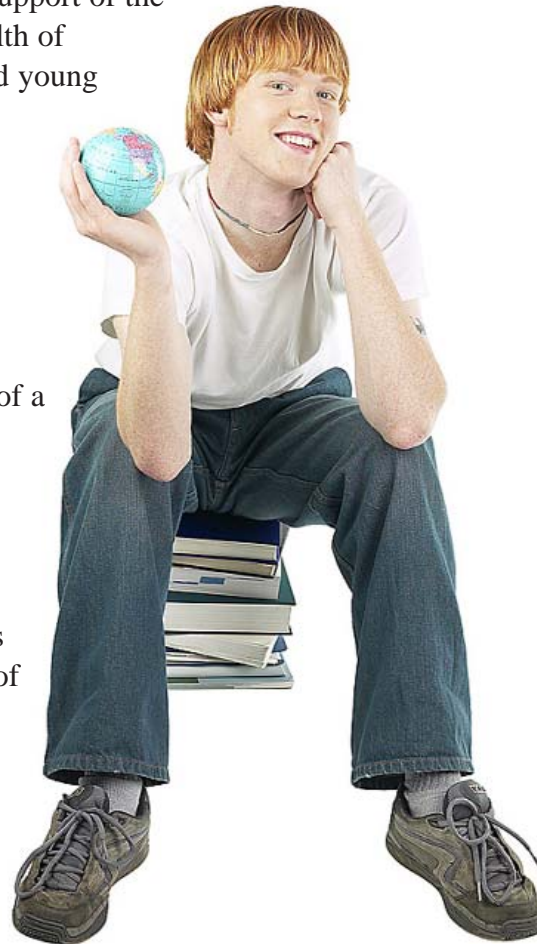
Overview

The Advisory Committee on Family Planning (ACFP) to the Minister of Health was formed in 1992 due to a concern regarding Saskatchewan's high rates of unintended pregnancy and sexually transmitted infections among young people. Since then, the Saskatchewan Prevention Institute has provided the administration for ACFP.

Activities

The following activities occurred in 2007-2008 in support of the goal to bring about improvements in the sexual health of citizens of all ages, and particularly, adolescents and young adults in the province:

- Literature and internet review of current and emerging information on youth issues related to sexual health
- Environmental scan of successful programming for youth sexual health
- A search for tools most likely to be utilized by professionals and youth to form the foundation of a youth health resource kit
- Presentations related to youth sexual health provided to youth, parents, professionals and paraprofessionals throughout the province upon request, including: University of Saskatchewan Education students; youth workers and teachers within the NorthWest School Division; parents of youth affiliated with the Central Saskatchewan Military Family Resource Centre; clients of Quint Development Corporation; and residents of Red Willow Centre.



Alcohol, Tobacco, and Other Drugs

Overview

Fetal Alcohol Spectrum Disorder (FASD) is the leading cause of cognitive disability in Canada. The goal of the FASD Prevention Program is to increase knowledge and awareness of FASD, in the hopes of decreasing the occurrence of this preventable disorder and contributing to the health of Canadian children. In the past it was estimated that approximately 9 in 1000 children were born with FASD; however, recent research suggests the true incidence may actually be substantially higher. The implications of FASD are vast, and are visible at all levels, from that of the individual and family, to the community, province, and society as a whole.

In September 2007, Bev Drew and Stacey McHenry began their roles as Program Coordinators in the FASD Prevention Program. Over the past six months, they have worked to familiarize themselves with each component of this well-established and highly esteemed program and have developed new strategies and projects that will ensure its continued success. In addition, they have spent considerable time providing community education, delivering presentations that reached diverse audiences.

Regional Committees

An integral part of the FASD Prevention program is the support and maintenance of ten Regional FASD Committees. This is accomplished by facilitating networking opportunities, disseminating resources and up-to-date research, and facilitating a regional granting process. The efforts of these committees are invaluable, as they are capable of devising and implementing FASD awareness/education activities that are meaningful and relevant to each region.

September 9th: FASD Awareness Day

FASD Awareness Day is an opportunity for the Prevention Institute to collaborate with communities throughout the province to organize events and activities that draw the attention of the public to the issue of FASD. This year a booth was set up in Saskatoon in collaboration with Market Mall's "Baby Crawl". A large scale province-wide campaign for September 9, 2009 (09-09-09) is in the planning stage.

Media Awareness Campaign

Funded by the Saskatchewan Liquor and Gaming Authority, the Prevention Institute has successfully implemented two phases of its FASD Awareness multimedia campaigns. In these campaigns there are two key messages:

- Drinking alcohol during pregnancy may cause FASD
- There is no safe kind, type or amount of alcohol to drink during pregnancy

There are also three suggestions for behaviours that will reduce the occurrence of FASD:

- Plan not to drink during pregnancy/while breastfeeding
- Support a pregnant woman's choice not to drink alcohol
- Talk to others about the harmful effects of prenatal alcohol consumption

To determine the effectiveness of Phase 2 of the campaign, an evaluation was conducted by FAST Consulting. Results revealed that, overall, Phase 2 of the campaign successfully generated awareness and knowledge about the relationship between alcohol and pregnancy. For example:

- Approximately two-thirds of those surveyed recalled hearing or seeing a version of the commercial
- Of those who recalled the commercial, 87% believed the messages were *effective* or *very effective*

Based on this success, the Prevention Institute has received funding for Phase 3 of the multimedia campaign, which will be completed throughout 2008-2009.

Coordinating Committee

To ensure continued partnerships, collaboration and knowledge dissemination within Saskatchewan, the Prevention Institute facilitates the FASD Coordinating Committee. The purpose of this committee is to bring together diverse groups with a shared interest in FASD, such as mental health, addictions, education and justice. Membership includes both professional and community-based organizations, as well as branches of federal and provincial governments.

Community Action Program for Children (CAPC)

Overview

The Community Action Program for Children (CAPC) is a national program, funded by the Public Health Agency of Canada. CAPC provides funding to community groups to deliver a variety of programs that address the health and developmental needs of children (aged 0 – 6) and their families who are living in conditions of risk.

The Saskatchewan Prevention Institute has housed the CAPC Community Development and Networking Project since 1994. The objective of this project is to support the CAPC projects that deliver direct services to children, parents and the entire families. The staff for this project include the Community Development Coordinator and the Saskatchewan Evaluation Coordinator.

The Community Development Coordinator's role is to work with staff, sponsors, and community members to increase the capacity and sustainability of the CAPC projects. This includes support with program development and review; assistance with fundraising and reporting; orientation and board development; coordinating training and accessing resources.

The Evaluation Coordinator is responsible for the overall coordination of the Saskatchewan CAPC evaluation project. This includes developing evaluation tools, collecting, entering and analyzing data, and preparing reports based on results of evaluation data.

Activities

In this past year the Saskatchewan Prevention Institute took the lead in hosting the CAPC Annual Networking meeting, in conjunction with the Prevention Matters Conference as well as the National Projects Fund Training for all CAPC and Canadian Prenatal Nutrition Program (CPNP) staff in Saskatchewan. The Growing up Healthy with CAPC growth chart was developed and distributed to all the CAPC projects.



Speakers' Bureau

Since the Speakers' Bureau was initiated in 2004, the Prevention Institute has coordinated, sustained and advanced the efforts of this group. Currently, the Bureau consists of 21 speakers who represent all areas of Saskatchewan and are all passionate about spreading information about FASD. Each has received comprehensive training, allowing them to provide informative research-based presentations about FASD to a variety of audiences. In partnership with the FASD Support Network of Saskatchewan Inc., the Prevention Institute hosted two retreats in 2007-2008, allowing members to network and advance their knowledge and abilities through a variety of professional development opportunities. In addition, a needs assessment was performed, and this information has been used to strengthen the influence and success of the Speakers' Bureau in the future.

Youth Action for Prevention

Funded by the Ministry of Health and the Potash Corporation Inc., the Prevention Institute began Phase 1 of the Youth Action for Prevention Project (YAP).

The goal of YAP is to increase the knowledge that Saskatchewan youth (ages 14 to 24) have about alcohol use and related risks (e.g., unplanned pregnancy, violence, and FASD). Based on evidence that the best way to increase alcohol awareness among youth is through resources/program developed *for* youth *by* youth, a Youth Action Committee (YAC) has been formed.

Thus far, a number of activities have been completed:

- Extensive review of related empirical research and Saskatchewan-wide online youth survey to determine key areas of emphasis and successful strategies
- A meeting of youth and relevant professionals to narrow focus and ensure the needs of both groups were heard
- Formation of a YAP Youth Action Committee (YAC)

Two YAC meetings have occurred, wherein youth from diverse communities came together, brainstormed and refined ideas, resulting in four action plans. Now, with the support of the Prevention Institute, YAC members are beginning the process of turning these plans into reality.



Attachment Resource Kit Project

Overview

In September 2007 the *Connections for Life* Attachment Resource Kit was completed. This was a National project, funded by the Public Health Agency of Canada through the National Projects Fund (NPF) of the Community Action Program for Children (CAPC) and the Canadian Prenatal Nutrition Program (CPNP). The Saskatchewan Prevention Institute was the lead agency.

The goal of this project was to develop an Attachment Resource Kit promoting the development of healthy, secure attachment relationships in families.

Activities

The resources developed for the Attachment Resource Kit include:

- **An Educational DVD** on attachment, providing an evidence-based, consistent understanding of attachment: what it is, why it is important, what influences it, and ways to promote secure attachment.
- **A Parent Support Resource** with suggested “Attachment Activities” for parents and children that can promote secure attachment relationships.
- **A Resource Guide** that facilitates use of the Kit and the resources within it, presents the information in the DVD in a written format, and provides additional information.

As part of the project, 1500 copies of the *Connections for Life* Attachment Resource Kit were produced and distributed to CAPC and CPNP projects across Canada. Following completion of the project, each region across Canada provided an orientation session on the Kit, along with other new resources.

The Kit is now available to other agencies that work with families to support healthy child development. Additional copies of the Kit were produced and are available for order from the Prevention Institute. In addition, the written materials can be downloaded from the Prevention Institute’s website for free, and the DVD can be ordered for the cost of reproduction.



Childhood Injury Prevention

Overview

The Childhood Injury Prevention Program is funded through the Acquired Brain Injury (ABI) Partnership Program of the Ministry of Health, which in turn receives its funding from SGI. The Prevention Institute is represented on the ABI Provincial Advisory Group and also on the SGI/ABI Community Grant review committee.

The objective of the Childhood Injury Prevention Program is to increase awareness and knowledge of injury prevention, leading to an increase in appropriate injury prevention behaviours, which in turn leads to a decrease in injury-related hospitalizations and deaths in Saskatchewan children.

Child Passenger Safety

The Prevention Institute manages the training of Child Passenger Safety technicians in the province. There were six two-day child passenger safety Technician trainings held during 2007 in Regina, Saskatoon, Swift Current, and Meadow Lake. The trainings were evaluated and participants were asked about their overall satisfaction. On a scale of 1 (not satisfied) to 5 (very satisfied), the average response was 4.62. The participants were asked to rate their knowledge of child passenger safety (on a scale of 1-10) before and after the training. Before training the average answer was 3.90, after training the perceived knowledge more than doubled to 8.74. In 2006, 2136 seats were checked at 127 clinics in 76 communities.

The Prevention Institute held a “*Safe Travel for All Children: Transporting Children with Special Needs*” course. Dr. O’Neil and Shayne Merritt from the Riley Automotive Safety for Children Program in Indianapolis instructed the course. Held at the Saskatchewan Abilities Council on May 17-18, participants from throughout Saskatchewan, Nova Scotia, Ontario, and Manitoba attended.

An evaluation of Saskatchewan car seat clinics was conducted during 2007. Evaluation methodology involved the use of both questionnaires and phone surveys. Pre-surveys were completed by 278 caregivers attending car seat clinics prior to seat inspection and post-surveys were completed after seat inspection. A phone survey concerning behavioural changes with regards to car seat use was conducted with 171 participants one month after the clinic. Results indicated that the caregiver's overall knowledge about proper car seat use increased; however, awareness remained low in the areas of height requirements and tightness of installed seats. Most reported they made changes to the way they used their car seat and felt confident to install a car seat on their own, due to the clinic.

“What Car Seat Should a Child Use” resource was developed as a quick reference for health care professionals when advising parents about car seats. The resource was mailed to all physicians, community health nurses and Public Health Nurse Managers and is in high demand.

Bicycle Safety

The Prevention Institute acts as the lead agency for the Saskatchewan Coalition on Bicycle Safety. Each year the Coalition asks the Minister responsible for Crown Corporations to declare Bicycle Safety Week in Saskatchewan. Agencies, including EMS, RCMP, Police, health regions, First Nation communities, and elementary schools are sent an information package encouraging them to promote awareness of bicycle safety. The Saskatchewan Coalition on Bicycle Safety provides support for the activities by providing activity guides, materials, handouts for children, and media promotion. Media coverage throughout the Province was extensive during the events held in Saskatoon and Regina. The participating organizations were asked to rate the resources they received on a scale of 1 (Not Useful) to 5 (Very Useful). The respondents' average response for the bicycle safety activity books was 4.52, reflective stickers was 4.30, bicycle rodeo guide was 4.40 and the resource list was 3.81. Over 22% of the activities were new this year.

An observational helmet usage survey was completed in Saskatoon, Regina, and Humboldt. A total of 563 people were observed with an average of 38% wearing helmets. Of those wearing helmets, 89% were wearing them correctly.

Aboriginal Parent Education Resource Kit Project

Overview

The Aboriginal Parent Education Resource Kit is a national project dedicated to providing First Nation, Inuit, and Métis families with culturally-relevant parenting resource materials. It is a project of the Prevention Institute, funded by the Population Health Fund, Public Health Agency of Canada.

The goal of this project is to support parents in order to strengthen and enhance healthy parenting in families with children aged six to twelve years.

This program utilizes the guidance and direction of traditional Elders in developing the resources. The inclusion of traditional child rearing practices from an Aboriginal perspective is paramount to understanding the parenting resource needs of Aboriginal communities.

Activities

Work is in progress on the development of five fact sheets, a facilitator guide, a DVD, and a booklet. This kit will provide practical suggestions for parenting issues, including: communication, bullying, discipline, self esteem, and nutrition. Cultural values and tradition in child rearing will be shared.

The project has worked closely with a national committee, including Elders from across Canada since its inception. The role of the Elders is to provide cultural direction and guidance for the project. It is the Prevention Institute's goal to develop valuable parenting resources for families that recognize the strength and diversity of Aboriginal people.



Million Messages

The Million Messages program standardizes messages given to parents about injury by public and community health nurses. Each message is simple, consistent, routine, and targets an issue that affects children at specific stages in their growth and development. The messages are given at the age when a particular injury is most likely to occur and are organized in a table format which includes information such as: when contact by the nurse occurs, a key message, and the appropriate supporting handout. The target of the messages are parents/caregivers of young children below the age of 6 years. This program was adapted with permission from the Capital Health Authority in Alberta.

Inservices on the Million Messages program have been provided to Parkland, Prairie North, Heartland, Saskatoon, Cyprus, Sun Country and Five Hills Health Regions' public health nurses and Kelsey Trail Health Region's community nurses. Inservice includes how the program was developed, additional information on each main message and how to provide the messages. In total, seven health regions have implemented the program this year.

Child Injury Prevention Newsletter

This year, the Child Injury Prevention Program developed and distributed the Child Injury Prevention Newsletter. This newsletter is distributed three times a year. Response to the newsletter has been positive with requests to be added to the mailing list.

Saskatchewan Injury Report

The Prevention Institute wrote the child and youth section of the Saskatchewan Injury Report, 2000-2004. A partnership consisting of the Ministry of Health, Saskatchewan Government Insurance (SGI), Agricultural Rural and Environmental Health (I.ARE.H), Sask Labour, Saskatchewan Culture, Youth and Recreation, and ABI developed the statistical report that covers all ages.



Healthy Parenting Home Study Program

Overview

The Healthy Parenting Home Study Program is for parents, parents-to-be and caregivers of children birth to age five. The home study is ideal for parents who prefer to learn on their own and/or those who do not have access to group parenting programs.

The Saskatchewan Prevention Institute entered into a partnership with SaskTel in October 1999 to raise awareness on the important issue of healthy parenting practices. As the program continues to move forward, the Institute continues to support the concept of healthy parenting practices.

Activities

The number of parents, caregivers and professionals registered for the program is more than 7,200. Parents at home, in schools, within community agencies, and in correctional centers across the province are taking advantage of this informative and free program. The on-line version of the program is available to anyone with Internet access not only here in Saskatchewan but across Canada as well as world wide.

Comments from Participants

- *Thank you very much for taking time to send me this parenting book. It was very helpful and it made me feel better about myself, learning more information about being a Mom.*
- *I really enjoyed this program. I believe it really helps and is great for every parent, or parent-to-be to take. Thank you.*
- *I enjoyed this home study and will use it as a reference in my home visits.*
- *I like to read and learn all the time. Especially with my job working with children. This will help me a lot with my job.*

Parenting Education

Nobody's Perfect Parenting Program

Overview

Nobody's Perfect is an educational and support program offered to parents or caregivers of children 0 to 5 years of age. The program is designed for parents who are young, single, low income, low formal education and are socially, culturally, or geographically isolated.

The Saskatchewan Prevention Institute coordinates facilitator trainings across the province so that parenting programs can be offered by agencies who serve parents and caregivers. The Nobody's Perfect program also provides ongoing updates, communication, resources, and grants. Also maintained is a record of parent programs provided, parent feedback, and active facilitators.

The Institute is participating in a national evaluation project that is documenting the effectiveness of the program and the many success stories from parents. Preliminary results are very promising, and show:

- Increases in parents' knowledge of community resources and how to access them;
- Increases in parents' social support network;
- Increases in parents' confidence in parenting;
- Increases in the use of nurturing kinds of parenting behaviors; and
- Decreases in the use of negative kinds of parenting behaviors.

Activities

- Five (5) facilitator trainings have occurred this year in La Ronge, Regina, North Battleford, Saskatoon and Prince Albert with a follow up to the facilitator training occurring in Regina.
- Fifty-one (51) people successfully completed the training.
- Twenty-four (24) community grants were provided to agencies to help support parent groups through childcare, transportation and food.
- Twenty-seven (27) programs have been reported to date, with 220 parents or caregivers attending the Nobody's Perfect groups.
- 71% of participants, who begin a program, complete the program. This suggests that the program meets parents' needs and they enjoy coming to the groups.

Maternal and Infant Health

Perinatal and Infant Health in Saskatchewan

Overview

Overall the goal of the PIH Program is "to improve perinatal and infant health through a coordinated population health approach". Some objectives are:

- To increase the breadth and depth of knowledge about factors that contribute to perinatal and infant deaths in Saskatchewan
- To increase awareness among parents, prospective parents, professionals, service providers and Saskatchewan residents about the major causes of perinatal and infant mortality
- To increase knowledge of strategies to reduce specific causes of perinatal and infant mortality such as SIDS and congenital anomalies
- To assess the relevance of existing strategies and programs aimed at reducing the risk of infant mortality in Saskatchewan
- To provide opportunities for information sharing between professionals
- To build on partnerships and networks to enhance collaborative efforts in the areas of perinatal and infant health

Activities

Infant mortality rates reflect the state of health care and the health status of a population, but are also reflective of the values and supports placed on maternal and child health. Despite improvements in access to care and advances in medical knowledge, since 2002 the provincial infant mortality rates have been steadily increasing. Given these facts, a major priority of the PIH program this year was to focus on infant mortality across the province.

An infant mortality working group was brought together to guide the development of a document based on promising practices around the reduction of infant mortality. The document focuses on various risk factors and is meant to serve as a guide to help facilitate discussion around policies, programs and initiatives that may reduce the occurrence of adverse birth outcomes in Saskatchewan. Once completed, three health regions will have the opportunity to test pilot projects with the goal of reducing infant mortality and morbidity in their region.

The prevention of neural tube defects due to folic acid is well documented and evidence shows that as many as half of certain birth defects could be prevented if an adequate amount of folic acid is taken before conception and in the early stages of pregnancy. The Society of Obstetricians and Gynecologists of Canada has released new guidelines based on evidence that supplementary intake of folic acid and multivitamins could further prevent the incidence of other birth defects in addition to neural tube defects. Resources are available from the Prevention Institute's website.

The PIH antepartum fact sheets on diabetes and pregnancy, gestational diabetes, post-term birth, induction of labour, antenatal depression, premature rupture of membranes and hypertension and pregnancy were circulated this past year. A total of 5201 information cards and 3676 fact sheets have been distributed, at no cost, to health regions, tribal councils, family medicine clinics and Obstetricians and Gynecologists throughout the province.

An executive summary of the Maternal Serum Screening Survey results was released to all prenatal care physicians. The primary goal of the report was to describe physicians' utilization of MSS; explore factors that may predict physicians' utilization of MSS; describe physicians' knowledge of the MSS test and testing process, including unmet information needs; and suggest potential areas for program improvement.

In partnership with the Provincial Association of Transitions Houses and Shelters of Saskatchewan (PATHS), the PIH program received grant funding from the Canadian Women's Foundation to develop materials on the subject of violence during pregnancy. A Train the Trainer tool kit has been developed and will be delivered to frontline staff from across the province working with women who are at risk or victims of violence.

