



Safe Community Wood Buffalo

ANNUAL REPORT 2022

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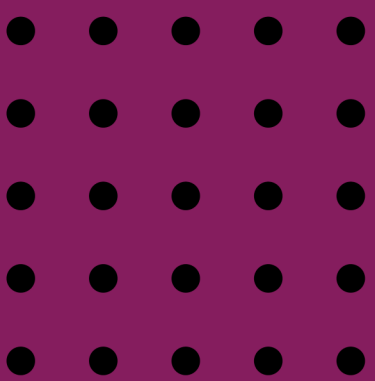


To be safe and healthy in all we do
www.safecommunitywb.ca



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Introduction

Safe Community Wood Buffalo is a charitable organization that has been supporting health and safety initiatives in our region since 1992. Through collaboration with community stakeholders and funders we work daily towards building a safer and healthier community for all.

Our programs and initiatives are provided at no cost to participants. We recognize that education can reduce both the number and severity of injuries in our community. With injury prevention at our core, we strive to change behaviours and mindsets to enhance the overall safety and wellbeing of our region.

Our Mission

To make Wood Buffalo the safest region in Canada to live, learn, work & play.

Goals

- Education & awareness
- Support of injury prevention initiatives.
- Advocacy for effective policies & programs.
- Development of partnerships with other stakeholders.

Our Vision

To be safe and healthy in all we do.

2022 was a busy year for all of our Childhood Injury Prevention programming. Schools welcomed our presentations in person and the booking numbers reflected a 25% increase compared to the last two years that were affected by Covid closures and virtual meetings.

Over 7,000 students received safety presentations during either Halloween Safety (pedestrian safety) or Bicycle Safety. Overall, our numbers this year showed continual growth and we are proud to offer these programs to the children in our municipality.

Injury prevention programs, presentations and services that we provide to children continue to grow and meet the needs of the community. Vaping awareness presentations will be done in partnership with Alberta Health Services and the School Boards to all grade 6 students in 2023.



Childhood Injury Prevention

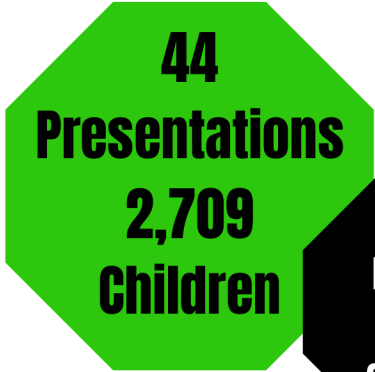
Karyn Hobbs

Childhood Injury Prevention Coordinator
coordinator@scwb.ca



Halloween/ Pedestrian Safety

4,482 students from preschool-grade 6 received the Halloween Safety presentation with a focus on walking safely as a pedestrian. Another 1,000 children in the community received reflective bags with Halloween Safety information through other community events.



Bicycle Safety

Forty-four presentations were given through 12 schools. These presentations serviced 2,709 children in preschool-grade 6. Bicycle rodeos are also offered and were done with 4 schools and 6 community and rural events. Six hundred & fifty-six children attended the rodeos and had their helmets properly fitted.

Family Safety Day

Family Safety Day is our largest, single day, event. The set up requires a full gymnasium and parking lot and is open to the community free of charge. The event was held on May 28th and saw 16 different vendors, including other social profits and community partners. Approximately 250 people attended, even with the unfavorable weather conditions.



Childhood Injury Prevention

233

parents/caregivers received car seat information through our presentations.

Car seats that were inspected:

73

Through Buckle Up Wood Buffalo, Safe Community's car seat reach grows yearly. The inspection count was down over the 2022 year, but we did see an increase in the number of parents and caregivers accessing our information through a variety of presentations during community events, prenatal classes, parent and baby groups, etc. We have continued to offer virtual inspections, as a takeaway from our Covid adaptations, to support the community during the cold months.

We are fortunate to have great working relationships with RCMP and Bylaw Services in our region and continue to grow their car seat awareness so that they can more accurately correct misuse when they are in the public. In 2022 two of Safe Community's staff, that have been long time technicians, completed the process to become Child Passenger Safety Technician Instructors. Having active instructors in our community allows for new training courses to happen while keeping class costs down. The course offered in 2022 was specifically for RCMP and 7 members were trained. We look forward to holding 2+ trainings a year moving forward.

Child Passenger Safety Week in September also saw growth in the number of participants. Car Seat Trivia was used on social media daily to bring awareness to common misuse and encouraged people to get involved in looking for the information. 257 participants continually answered questions, found the Golden Car Seat as part of the scavenger hunt and had their seats inspected. Child Passenger Safety Week is international, and we plan to continue to grow the event, here in our community, every year.

7

new child Passenger Safety Technicians were trained.

2

Child Passenger Safety Technician Instructors were trained.



Liquor Bag Campaign

The Liquor Bag campaign runs in partnership with SADD Alberta by handing out the blank paper bags to elementary, junior high and high schools. Students then create a message on a paper liquor bag related to the dangers of impaired driving. Once students create their messages on the bags, they are collected by Safe Community Wood Buffalo and delivered to liquor stores for distribution during the holiday season in the student's community.



Liquor bags were designed and handed out to local stores.

Amount of coasters designed by high school students in 2022:



Running in conjunction with the Liquor Bag Campaign, Safe Community Wood Buffalo hosts a Coaster Contest. Inviting high school students throughout the RMWB to create a design for a coaster. The winning design is printed on 2500-5000 coasters which will be distributed to local bars and restaurants, reminding patrons to make safe choices and not drink and drive.



Road Safety

Our road safety programs have grown a lot during 2022. The addition of the Learn to Drive program has been wonderful for the community and has had people reaching out monthly, waiting for the next course dates. Most of the programs under this role are focused on teens and new drivers, making sure that everyone starts off with the information to keep themselves and others safe on the road.

During 2022, some things were still virtual including our annual P.A.R.T.Y. Program but as the year progressed and things began in-person once again, our programs were able to return to schools and be active with the youth in our community while sharing our mission. We look forward to 2023 programming growth, community partnerships for L2D and in-person P.A.R.T.Y. program.



Toni Anderson

Injury Prevention Coordinator for Road Safety
impact@scwb.ca

Road Safety



L2D - Learn to Drive

L2D is a FREE, hands-on, interactive learner's license preparation program designed to help you pass your learner's test with a focus on safety. The program is held over two 3-hour sessions and can be modified for schools or other community partners in shorter sessions. There is no age limit, anyone studying to test for their learner's license is welcome to attend.

Utilizing practice tests, games, flashcards, videos, and intersection tiles to practice real life situations, L2D follows the Alberta Drivers Guide to Operation, Safety and Licensing for Light Vehicles.

National Teen Driver Safety Week

National Teen Driver Safety week saw us at six schools for a lunch time set up. The students were excited to have the week in-person and we had lots of questions about L2D, P.A.R.T.Y., and what other programming we offer. This student interaction helps build relationships and advertises our programming.



30

People attended the first 3 L2D courses.

605

Students, pledged to drive safe during National Teen Driver Safety Week.

Road Safety



P.A.R.T.Y. Program

March 24, 2022 - Virtual

P.A.R.T.Y. Program was provided virtually to the grade 9 students, for the second year, in 2022. While this is not the ideal way to run this program, we had full cooperation from the schools in the region and used the virtual time that we had to provide the most impactful information. The program information is meant to give students insight and provide lifelong lessons regarding decision making, driving responsibly and consequences.

Going forward, the feedback and suggestions will be taken into account as we move forward with an in-person delivery of P.A.R.T.Y. for 2023.

11 Presenters

6 Schools **32** Classes

830 Students



National Day of Remembrance for Road Crash Victims



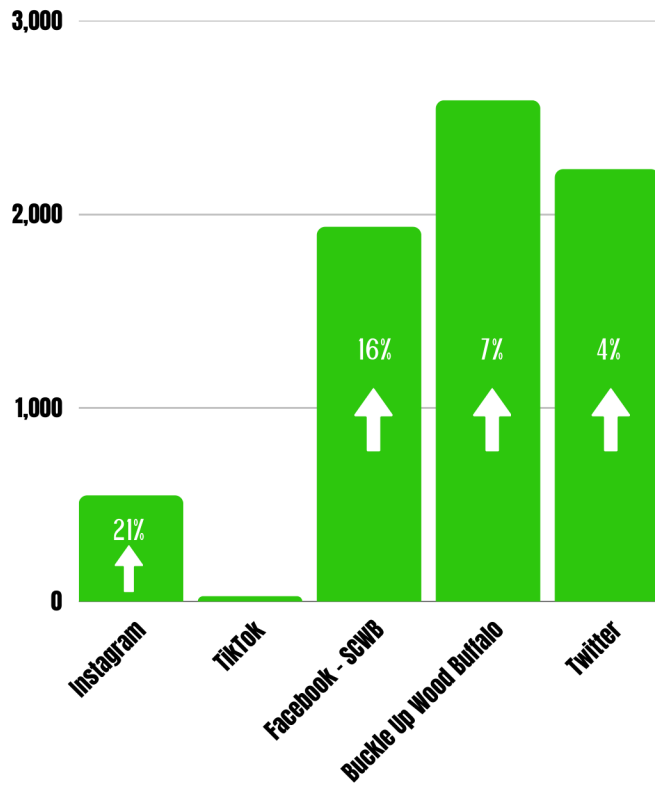
The National Day of Remembrance Display was set up on November 8th and was attended by approximately 500 people accessing MacDonald Island. During this event you can expect to hear discussions on safe driving, sharing of a loved one's story and recognition of the victims.



Online Presence and Impact

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7,291

TOTAL SOCIAL MEDIA SUBSCRIBERS



Mikayla Bennett

We were pleased to see an increase in social media following across the board in 2022. Our reach during the year was over 16,000 and we see engagement on all social media platforms rise, especially during highly advertised and posted events.

Instagram and TikTok are our newest forms of social media. The SCWB Instagram was created in 2020 and has seen substantial growth over the last 2 years especially with local businesses and schools in our region. TikTok was created in 2021 and shows great potential for growth.

GOALS

- 👍 Continued growth through all platforms.
- 👍 Focused increase and engagement on TikTok.
- 👍 Focused even content, polls, interactive posts, etc, to increase engagement on Instagram.

Community Engagement Coordinator
community@scwb.ca

Closing Remarks from the Executive Director

Dear Community Members,

I accepted the amazing opportunity to fulfill the role of Executive Director with Safe Community Wood Buffalo in November of 2022, knowing I had big shoes to fill. Being new to the social profit sector, I knew that this role would be challenging for the first few months, and it has been to say the least. In the last 4 months, I've gathered information by watching staff engage with community, listening to community members for gaps in service, collecting feedback from participants on what we could improve & communicating with funders on how we could potentially collaborate going forward.

The operations of Safe Community Wood Buffalo would not have been possible without the dedication of our staff, board members & volunteers for the past year. The level of dedication, perseverance, and commitment to our agency from staff members alone showed me that I was working with a passionate group of individuals who wanted to make a difference in the lives of people they encounter. I want to especially thank them for supporting me and being patient with me as we worked through this transition of new leadership.

We look forward to serving the Wood Buffalo region in 2023 as we continue to provide relevant, needs-based servicing, enroll in professional development opportunities & make strategic collaborations to benefit the social profit sector and our community. I am looking forward to working with individuals to actively promote injury prevention & a positive safety culture by staying true to our mission and making "...Wood Buffalo the safest place in the region to live, learn and play."

Lastly (but not least), we would like to extend our thanks & appreciation to our donors, sponsors, and stakeholders. Their support means that Safe Community Wood Buffalo can continue to make an impact by providing services & programming, free of charge, to support the needs of our community. We cannot express enough words of gratitude to each of you for the ongoing support of our agency.

Safe Community Wood Buffalo would like to thank & acknowledge everyone who showed their support in 2022.



Tiffany Stagg

Executive Director
ed@scwb.ca

Thank You

Board of Directors

Lesley Pearcey - Chair

Orville Davis - Treasurer

Les Howlett - Director

Alexdel Amor - Director

Samantha Bennett - Director



Alberta Health Services
Alberta Injury Prevention Network
Atco Electric
Blue Heron
Bylaw Services
Canadian Tire
Child Development Dayhomes
Coverall Uniform Linen & Mats
CPSAC
Cummins
Diversified
Fort McMurray Catholic School Division
Fort McMurray Public School Division
Fort McMurray International Airport
Fuse Social

Keyano College
MacDonald Island Park
McKay Metis Contracting
Northland School Division No. 61
Office of the Coroner of Alberta
Parachute Canada
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Regional Emergency Services
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Wood Buffalo Regional Library
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