



SAFE COMMUNITY WOOD BUFFALO

ANNUAL REPORT

2023

Envisioning a safe Wood Buffalo community.



TABLE OF CONTENTS

Table of Contents	2
Introduction	3
Childhood Injury Prevention	4
Buckle Up Wood Buffalo	5
Injury Prevention	6-7
Online Impact	8
Closing Remarks	9
Thank you	10



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.

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.

Mission Statement

To deliver inclusive safety awareness programming while providing injury prevention skills in the region.

Vision Statement

A safe Wood Buffalo community.

Our Core Values

1. Safety-Focused
2. Preventative
3. Inclusive
4. Collaborative
5. Innovative



CHILDHOOD INJURY PREVENTION

Childhood Injury Prevention Programming/events were consistently requested in 2023. Safe Community Wood Buffalo partnered with Alberta Health Services to present Vaping Awareness presentations to most of the grade 6 classrooms in our region covering over 800 students.

Bicycle Safety events/presentations had over 2400 children receiving either a Bicycle Safety Presentation or Bike Obstacle Course between 9 schools and 2 community events.

Halloween and Pedestrian Safety Presentations were done virtually this year to save on travel and scheduling time. Five schools in the urban service area and one rural school signed into the two offered presentations, totalling 800 kids between Kindergarten and grade 6. SCWB also provided 500 Halloween safety bags to the YMM Airport for their United Way fundraiser and collaborated with the United Way and The Hub to provide 200 more treat/safety bags to preschool trick-or-treaters.



BUCKLE UP WOOD BUFFALO

Buckle Up Wood Buffalo continues to educate caregivers in the Wood Buffalo Region. 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. SCWB's two Technician Instructors ran a course of 10 people including law enforcement in the 2023 year.

Between monthly Child Passenger Information Sessions and prenatal/postnatal presentations in collaboration with other organizations and businesses in town, over 180 caregivers were educated on child passenger safety.

Buckle Up Wood Buffalo managed to reach the goal of hosting one Car Seat Clinic per quarter in the 2023 year.



Over 100 car seats were checked over the last year. The RMWB remains on par with the national average for car seats arriving to inspections not correctly installed. Seven out of ten car seats that are coming to us to be inspected arrive needing something to be changed to be legal and safe.

Safe Community Wood Buffalo in conjunction with Buckle Up Wood Buffalo continues to spread our reach and strive for better car seat safety knowledge within our region.

“These ladies went above and beyond to ensure our baby was riding safely in both of our vehicles. We received random information from friends and family but they took their time to educate us and explain the information in a way that was easily understood.” - New Parents



INJURY PREVENTION

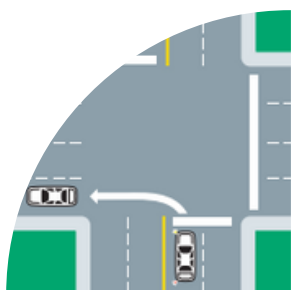
Road Safety Programming

Learn to Drive, L2D, Learner License Preparation course had the opportunity to partner with both the Wood Buffalo Regional Library and the Wood Buffalo YMCA to offer venues for youth, newcomers, and adults to take the course.

Students in the Westwood Community High School SADD chapter requested two dates for lunch time information tables in the school.

Safe Community brought information, intoxication simulation goggles, and activities into the schools to promote safe and sober driving to the students and staff.

National Day of Remembrance for Road Crash Victims was hosted at MacDonald Island Park.



Smart Choices, Safe Streets Campaign

The annual Liquor Bag Campaign was expanded to the Smart Choices, Safe Streets Wood Buffalo Campaign. Encompassing both the Liquor Bag Campaign in partnership with SADD Alberta, the Safe Community Wood Buffalo Coaster Contest, and a 50/50 draw.

Over 2000 paper bags were requested by thirteen schools and 1725 bags were returned and distributed to liquor stores.

SCWB was in schools with RCMP coloring bags and sharing information on the campaign.

A winning coaster design was voted on our social media and the winning student received a \$25 gift card, as well as their design printed on thousands of coasters by SADD Alberta. The coasters were distributed throughout the RMWB and the Province.

P.A.R.T.Y. PROGRAM 2023

Approximately 800 students completed the program in 2023. The program was hosted at MacDonald Island Park, moving back to an in person delivery of P.A.R.T.Y.

90% of students indicated they are likely to make safer choices after attending the program. Additionally, 80% of students said they had an improved knowledge on how traumatic and emergency situations are handled, such as how first responders assess a situation and what that means for the injured people.

Thank you to our 14 speakers and numerous volunteers, providing over 280 volunteer hours.

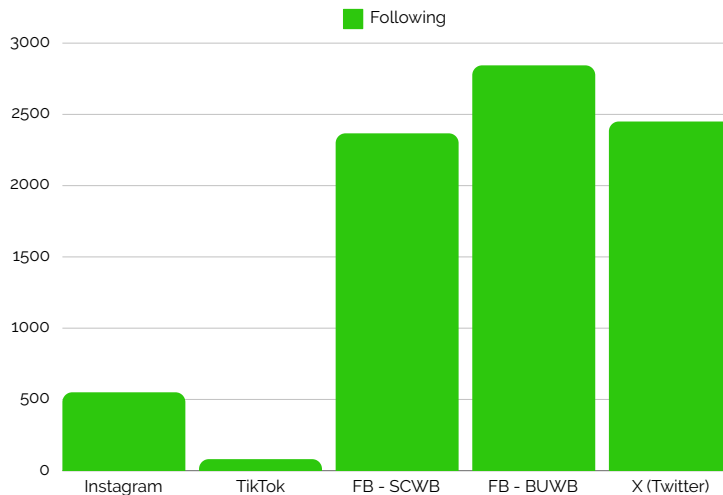
Students witnessed a mock collision scenario, heard from Emergency Services, RCMP, Victim Services, and Albert Health Services Nurses on how emergency situations are handled and how these situations impact them. Students were encouraged to think not just of their family and friends but the first responders in our community when they make choices.

Students also completed a series of hands on activities, and heard a presentation on vaping awareness at the request of the school boards.

**"THERE WERE REALLY COOL, BEAUTIFUL, AND
HEARTBREAKING PRESENTATIONS AND I'M REALLY
GLAD I GOT THE OPPORTUNITY TO COME LEARN
ABOUT EVERYTHING, THANK YOU FOR GIVING US THIS
OPPORTUNITY." - STUDENT**



ONLINE IMPACT







Social media growth and our online presence has continued to grow throughout 2023. Tiktok and X seen around 5% growth while the others have had growth over 10% up to 22% in the Buckle Up Wood Buffalo Facebook page. We are continually looking for new ways to engage our followers and continuing to do things that work well, like online trivia during CPS Week.

2023 brought us some website challenges but we are well on the way to adding programming, events and signups onto the new platform. The new web platform does allow for some booking to be done directly on the site and we are regularly seeing 1300+ visitors a month in the couple months it has been live. In the coming year we will continue to add and grow the new platform.


www.safecommunitywb.ca



FIND US:

-  Info@scwb.ca
-  Safe Community Wood Buffalo
-  SafeCommunityWB
-  SafeCommunityWB

CLOSING REMARKS

As we bring this challenging year to a close, I want to take a moment to reflect on our journey and extend my heartfelt gratitude to everyone who has been part of it. This year has tested us in many ways, but it has also highlighted the incredible resilience and dedication of our team, supporters, and community.

First and foremost, I extend my deepest thanks to our staff. Your tireless efforts, innovative ideas, and commitment to our mission have driven our success and have kept our programs running and our impact growing.

To our board members, your strategic guidance and support have been invaluable. Your leadership has helped navigate us through challenges, ensuring our long-term sustainability and growth.

A special thank you to our donors and sponsors. Your generosity, especially in a time when many faced their own financial constraints, was profoundly humbling. Your belief in our mission and your contributions, no matter the size, have been the lifeline that sustained us. Your support has enabled us to continue our vital work, and for that, we are profoundly thankful.

To our partners and collaborators, thank you for joining us on this journey. Together, we have continued to advance safety initiatives, demonstrating that unity and cooperation can overcome even the toughest obstacles. Your partnership enriches our work and amplifies our impact, demonstrating that together we can overcome even the toughest challenges.

Finally, to the communities we serve, thank you for your trust and engagement. Your safety and well-being are our top priorities, and your stories and experiences drive us to persist. We are honored to serve you and remain dedicated to enhancing safety in every way possible. We are committed to serving you with integrity and dedication, and your feedback drives our continuous improvement.

Thank you all for your unwavering support, dedication, and belief in our mission. Together, we will continue to make a significant difference, ensuring safety for all.

Warm regards,
Tiffany Stagg
Executive Director



Thank you

Board Members

Lesley Pearcey - Chair

Les Howlett - Vice Chair

Orville Davis - Treasurer

Alexdel Amor - Director

Tina Tremblett - Director

Samantha Bennett - Director

Funded by the
Government of Canada's
Community Services Recovery Fund

Canada

Community Services
Recovery Fund



Canadian
Red Cross



Alberta Health Services
Alberta Injury Prevention Network
Alberta Wildfire
Atco Electric
Blue Heron
BGC Fort McMurray
Bylaw Services
Canadian Tire
Camp Yogi Society
Children's Centre
Child Development Dayhomes
Canadian Mental Health Association
Coverall Uniform Linen & Mats
Child Passenger Safety Association of Canada
Fort McMurray Catholic School Division
Fort McMurray Public School Division
Fort McMurray International Airport
Fort McMurray Search and Rescue
Fuse Social

Girls Inc. of Northern Alberta
MacDonald Island Park
Multicultural Association of Wood Buffalo
Northstar Ford
Northland School Division No. 61
Parachute Canada
Public Health
RCMP
Regional Emergency Services
SADD Alberta
St. Aidan's Society
Summit GMC
The HUB
Unifor Local 707A
Willow Lake Metis Nation
Wood Buffalo Regional Library
Wood Buffalo Regional Safety Committee
Victim Services
YMCA of Northern AB