

# ANNUAL REPORT 2024

**SAFE**  
*Community*  
WOOD BUFFALO



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Our **mission** is to deliver inclusive safety awareness programming while providing injury prevention skills in the region.

# Who We Are

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Founded in 1992 as a volunteer committee, Safe Community Wood Buffalo has grown into an incorporated organization with dedicated staff and volunteers, achieving charitable status in 2010. Offering a variety of safety focused programming, Safe Community strives to change behaviors and mindsets to enhance the overall safety and wellbeing of our region.



## New Look!



With brand recognition in mind, Safe Community commissioned a new logo we began using in September.

Our Core Values are to be:  
Safety-Focused, Preventative,  
Inclusive, Collaborative and  
Innovative.

# Safe Ride Family Assistance

## The “Gift of Safety”

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### → Program

Working with partnered referral agencies, Safe Community's Car Seat Technicians (CPST's) support families in need, providing a new car seat that is a proper fit for the child and vehicle. Recipients leave with the confidence to install and use their new seat correctly. We share best practice recommendations while recognizing real world situations.

If your agency would like to become a referral partner, please contact us!

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### → Recipients

Recipients are approved based on an application process. The program is considered a one-time-use program and seats are chosen based on the longevity of use for that child and family situation. Recipients are required to meet with one of our CPSTs to learn how to properly use and install the seat.

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### → Costs

Increasing costs of car seats and access in our area has led to a strain on the program. The need for seats is increasing. The average car seat purchased for the program costs \$250.



**BUCKLE UP**  
— WOOD BUFFALO —  
*Safe Community Wood Buffalo*







# Buckle Up Wood Buffalo

10

- Community partners

103

- Car Seats have been checked by certified Child Passenger Safety Technicians.

6

- Community members trained as Child Passenger Safety Technicians.

14

- Car seat safety presentations

# P.A.R.T.Y. Program

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Students  
**1100**

Across grade 9 and 10  
(approximate)

School Presentations  
**8**

All schools with grade 9  
students were invited

Volunteer Hours  
**575+**

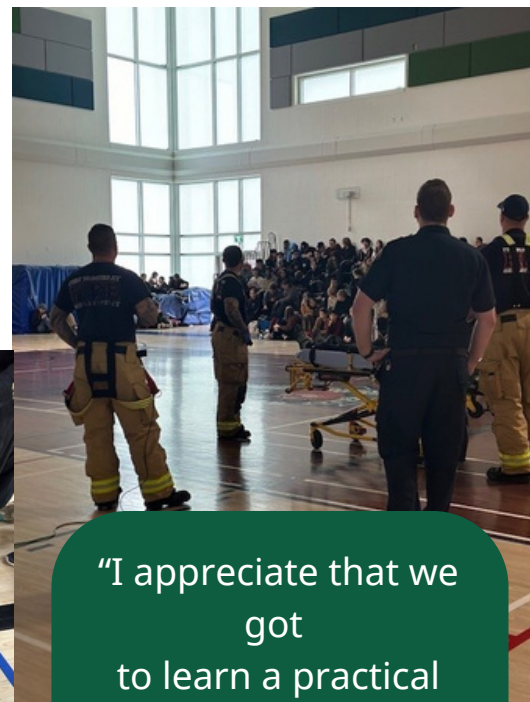
Including planning, actors, stations, speakers,  
and mock collision support

Speakers  
**20+**

Including nurses, firefighters, RCMP,  
mental health and more



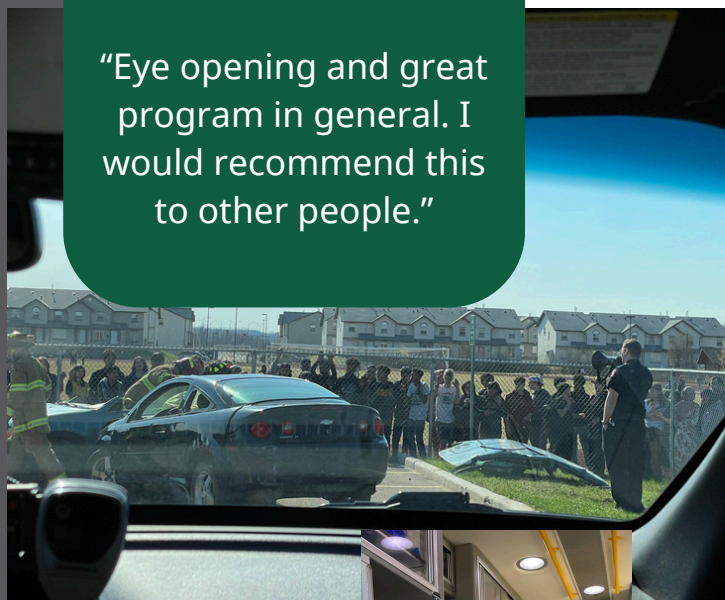




"This made me think a lot about my decisions."

"Eye opening and great program in general. I would recommend this to other people."

"I appreciate that we got to learn a practical skill today (First Aid). And I liked that you didn't just tell us all day to do nothing and have no fun."



**99.9%**  
of completed surveys said they were more aware of how to stay safe and prevent injury  
(760/761)





# Safe Riders Helmet Exchange & Bike Events

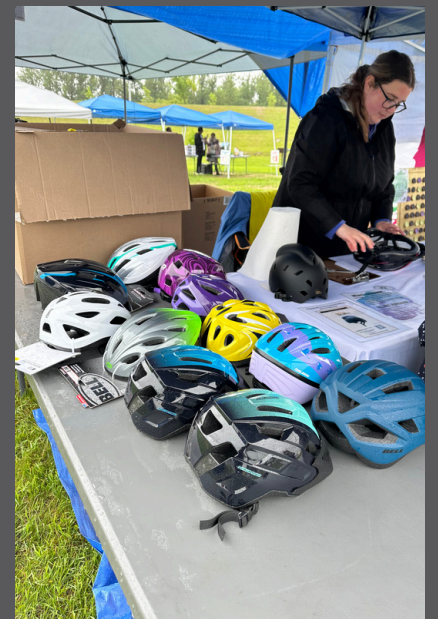
## → Helmet Exchange

Safe Community hosted several helmet exchange events in 2024. The popular Family Safety Day saw a reduced number of participants due to weather. Community members were invited in to our office, bike safety events, and the Summer Safety Splash to exchange their broken or expired helmet for a new, properly fitted helmet for youth. Thank you to our helmet sponsor this year, Canadian Natural.

With Canadian Natural's help we were able to provide safe, properly fitted helmets to over 150 children and youth.

## → Safety Events

Bike safety events and presentations focus on safe riding skills, pedestrian safety, and properly fitting helmets on children. Working with local school districts, RCMP, Bylaw, and rural communities, Safe Community hosts bike/scooter/roller blade safety presentations and obstacle courses where children can put their newly learned skills to the test by practicing hand signals, safe braking and vehicle interactions. Children learn about road signs and walking bikes across the road. Safe Community encourages everyone to wear a proper helmet whenever they have wheels under their feet.





# L2D Program

## → WHAT IS IT?

A hands-on, interactive course for anyone 13+ studying for or struggling to pass the Class 7 Learner's License written test.

7 courses  
with two  
community  
partners

## → WHAT DO PARTICIPANTS LEARN?

L2D follows the Alberta Drivers Guide for Light Vehicles. With a focus on safety, we cover laws, signage, common test questions and tips. The course is constantly evolving to follow the newest Alberta Traffic Safety laws, in some instances adding content to the course based on participant feedback of test questions they found challenging.

## → HOW DO THEY LEARN?

In a small group setting, L2D utilizes practice tests, flashcards, videos, and intersection tiles to practice real life situations.

86

PARTICIPANTS

## → DO THEY PASS?

Fastest  
course sell  
out time:  
6 minutes

"My friend took his learners test 7 times before he took L2D and then he passed his next try so my parents thought I should take the course before I tried for my learners"

"Just to let you know, ATTENDEE really liked the class today and feels like she got lots out of it & that she's way more prepared for her Learner's license. We're an hour out and she's still talking about it. That's a great thing!! She said she would totally recommend this class to anyone. Thanks again for everything."

"I have a learning delay and this is the first time I've actually understood the material. I've taken the test three times and I'm finally ready to try again."





# Smart Choices, Safe Streets

**850  
BAGS  
COLORED**

Safe Community Wood Buffalo is a proud partner of SADD Alberta, distributing bag packages to classes and working to remove barriers to participation. With the help of elementary, junior and senior high students, 850 bags were colored and distributed to five different liquor stores. The messages remind drivers to drive safe and drive sober.

**10 CLASSES  
COLORING  
WITH  
RCMP**

Thank you to the RCMP Community Policing Unit for their support of the program.

Ten elementary classes colored with SCWB and RCMP. They were able to ask questions about policing and share ideas for bags. Classes learn at a grade appropriate level what safe driving is and how they can encourage drivers to be safe on the streets they use.





# Supporting Community

## → Seniors and Elders

Thank you to our community partners for inviting us to provide cyber safety awareness workshops including commons scams and how to spot them, and online dating safety.

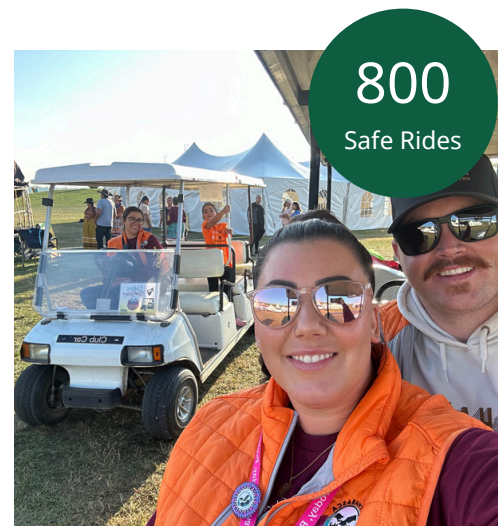
We facilitate falls prevention workshops which include a fall prevention bingo game.

## → Newcomers

Safe Community Wood Buffalo was able to offer Winter Preparedness for Newcomers workshops to Keyano students, YMCA and Multicultural Society Clients, and The WBRL Language Learners group. Newcomers were also offered workshops on scams targeting new Canadians, L2D courses, and car seat education.

## → ATC Transport

Safe Community coordinated volunteers and delivered the Elders Transportation for ATC Cultural Festival. Providing a safe ride for Elders to and from the Cultural Grounds, we enjoyed learning and engaging with Elders from all over Wood Buffalo and beyond. Estimated 800 rides were given.



# Supporting Community

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→ Halloween safety information was given to over 1000 students through virtual and in person presentations. Safe Community supported The Hub Family Resource Center's Halloween event.

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→ Safe Community supports other local agencies through volunteering. Whether taking a casino shift or participating in an event, Safe Community values our partnerships.

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→ Safe Community prioritizes providing equitable services to all in our region. We have taken trainings in Cultural Awareness, Indigenous Awareness, Neurodiversity, Age Sensitivity, and Pride YMM training.



# Supporting SCWB

Safe Community continues to focus on diversifying income streams. There are a number of ways to support the organization; attend a community BBQ, purchase a 50/50 ticket, or donate your recycling to Safe Community through Skip the Depot.

**SKIP THE  
DEPOT**

**50/50'S**

**BBQ'S**

**COMEDY  
SHOW**

**BECOME A  
MONTHLY  
DONOR!**



Sponsorship opportunities are available for all of our programs. Be a car seat safety hero, a sponsor of bike safety, or contribute to thousands of students learning about safety and choices through the PARTY program.

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

Canada

**Community Services  
Recovery Fund**



Canadian  
Red Cross



COMMUNITY  
FOUNDATIONS  
OF CANADA



United Way  
Centraide  
Canada



**Syncrude**  
Operated by Suncor



REGIONAL MUNICIPALITY  
OF WOOD BUFFALO

**cenovus**  
ENERGY



## → Community Partners

Alberta Health Services  
Alberta Injury Prevention Network  
Alberta Wildfire  
Atco Electric  
Blue Heron  
BGC Fort McMurray  
Bylaw Services  
Camp Yogi Society  
Children's Centre  
Child Development Day Homes  
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  
Northland School Division No. 61  
Parachute Canada  
Public Health  
RCMP  
Regional Emergency Services  
Fort McMurray Fire Fighters

SADD Alberta  
St. Aidan's Society  
The HUB  
Unifor Local 707A  
Willow Lake Metis Nation  
Wood Buffalo Regional Library  
Wood Buffalo Regional Safety Committee  
Victim Services  
YMCA of Northern AB  
YMM Airport  
And all of our dedicated volunteers!

# Thank You to our Board of Directors

CHAIR-  
LESLEY PIERCEY

VICE-CHAIR -  
LES HOWLETT

TREASURER - ORVILLE  
DAVIS

SECRETARY - DAWN??

MEMBER - ALEXDEL AMOR

MEMBER- TINA  
TREMBLETT

# Closing Remarks



*Mikayla Bennett*

SCWB has continued to be an organization with programming and events that are needed and asked for in our region. Everyone deserves to learn about safety and how to prevent injuries to themselves and others and I am proud that we continue to support that.

Buckle Up Wood Buffalo has also had a lot of growth this past year and with the young families that choose to call this place their home, I do not see that stopping anytime soon. I would like to see increased community partnership in our car seat programs and events to reach even more people in the next year.



*Tiffany Stagg*

2024 Executive Director



*Toni Anderson*

I am proud of the programming we delivered in 2024. We reached a large number of people in our community and beyond. L2D saw tremendous growth, and I am seeking out ways to ensure all who want to attend are able.

I continue to serve on the Child Passenger Safety Association of Canada board of directors. Representing Safe Community Wood Buffalo on a National scale at the Kids in Motion Conference was a highlight of our year. We appreciate all of our community partners and sponsors who make the work we do possible. Thank you for your continued support.





# Connect With SCWB



[www.safecommunitywb.ca](http://www.safecommunitywb.ca)



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587-646-0160



[safecommunitywb](#)