

SMARTRISK

No Regrets

Fall 2008

Setting the stage at Pemberton Secondary School's first Base Jump Your Egg. read their story, pg.2



As the year flies by, along come many changes!

Changes are in the air. As the fall has flown by, change has come to SMARTRISK in a big way. Exciting things are springing up, both in our office here in Toronto, as well with No Regrets schools across the country.

First, let me introduce myself. I'm Alex, the new Youth Program Coordinator. If you haven't met me in training sessions, via email, or over conference call, then "Hi!" While I am new to the position, I am not new to the organization. I was a Youth Leader for the pilot program of No Regrets a million years ago (okay... so maybe it was only six years ago...) at North Toronto Collegiate Institute. I graduated from high school and went on to earn a degree in Health Studies and Health Promotion – essentially the fundamentals of what we do at SMARTRISK. After

graduating from university, I have landed back at SMARTRISK, ready to apply what I have learned and share my experiences from No Regrets with all of you. I understand where all of you are coming from and am truly eager to help you out in any way possible.

Inside this issue you will find updates on the exciting changes and accomplishments of No Regrets and SMARTRISK. There have been new activities, awards, and even a new CEO! We have new funders, new research, and great new schools who are now part of our national team.

Amidst such a flurry of change, Jennifer and I have been partners in crime, travelling across the country to train new schools in British Columbia, Nova Scotia,

and Northern Ontario. Our adventures continue next February with travels to the Yukon and Nova Scotia – oh my!

– Alex

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SMARTRISK HQ contest



2008

BREAKING NEWS!

This newsletter is jam packed with statistics, ideas, and facts. It is your decision on how you use them. One opportunity is in this issue's **SMARTRISK HQ contest**.

This edition of the newsletter focuses on winter driving. The first No Regrets member to correctly identify a tip mentioned for managing your risk while driving and message it to me, Alex Kelly, on SMARTRISK HQ will win a Swiss Army watch! How easy is *that*?

Not on HQ? Email Alex or Jennifer for details to get hooked up!

Activity Idea Central

Brain cramping up at the thought of creating another activity? These ones are yours for the taking!

Create exam emergency kits for every student's academic nightmare. Include a pencil, eraser and a pen...Sell them the week before exams, decorating the pencil or a tag on the bag to say "Look First – it means to always be prepared!"

Before everyone leaves for winter break, saturate your morning announcements with the Drive Sober message. Make sure to explain that sober isn't just avoiding alcohol or drugs, but distractions such as text messages, phone calls, and lovely but loud friends!

800 youth die every year from preventable injury. Over the winter break, recruit members of your core site team to flip through magazines and cut out faces – 800 of them! Back at school in January, glue the faces to a huge piece of paper and hang it in your main school hallway. A week later, write the statistic under the poster. People will get the message and the magnitude of the issue.



The new SMARTRISK teammate on the block

Bob Baker joined SMARTRISK this August as our President and CEO, succeeding former President and CEO, as well as SMARTRISK founder, Dr. Robert Conn.

For the past 23 years, Bob has worked in the charitable sector, fundraising for organizations such as the Canadian Diabetes Foundation. Most recently, Bob was the Executive Director of Development at Ryerson University in Toronto.

Bob is truly excited about SMARTRISK and the No Regrets program – "It shocked me when I learned that not only was injury the number one cause of death for youth, but that it kills more teenagers than all other causes of death combined. In effect, we have an epidemic. I want to build on the great work that's been done and help eradicate the epidemic."

We are excited to have Bob on the No Regrets team so we can continue to become bigger and better as the years go on!

No Regrets by the Numbers

Here is a collection of our recent stats!

Number of...

| | |
|--|----------------|
| ...airplanes we flew on for training: | 6 |
| ...pounds our training bag weighed at the airport: | 81 |
| ...magnets ordered for giveaways: | 31,300 |
| ...pounds 31,300 magnets weigh: | 513 |
| ...schools involved in No Regrets: | close to 80 |
| ...years No Regrets has been around: | 6 |
| ...youth who die every year from preventable injury: | 800 |
| ...injury-related youth hospitalizations every year: | 16,000 |
| ... people who have seen the SMARTRISK Heroes show: | over 1,000,000 |



PSS Base Jump Egg Drop '08

Ed. note: The following article was originally featured in the Whistler Question, a local paper in British Columbia. It was written by two No Regrets students, Trinady and Tiarra Sulyk. Great job, PSS!

The "Base Jump Your Egg" competition at Pemberton Secondary recently was the first of many events organized by the SMARTRISK/ Social Awareness Club for Pemberton Secondary School this year.

For the base jump, classes constructed parachutes that would allow their precious eggs to avoid an

ominous death upon impact. The eggs first jumped from the second floor about the commons area. Then, those successful survivors jumped off of the third story. This was accomplished by having a daring team of droppers work from the school roof.

The school-wide activity was meant to increase awareness of two of SMARTRISK's key messages, "wear the gear" and "look first." The other key messages are "drive sober," "get trained," and "buckle up." Providing opportunities for the entire school to learn how to take smart risks is what SMARTRISK is all about.



They like us!

They really like us!

Congratulations to No Regrets! Recently, the program was awarded the 2008 Health Promotion and Innovation Award of Excellence by the Canadian Institute of Child Health (CIHC).

CIHC extends their thanks as well – “Congratulations [on] your work to address this serious threat of injury to children and youth in Canada so effectively.” For all of you across the country – we extend a heartfelt thank you from SMARTRISK. Without you, we would have no program!

Funders have also seen the enormous value in the No Regrets program. This summer, the Royal Bank Foundation came on as a sponsor, with donations towards our new poster (see right) and the VideoFest competition.

The most recent addition to the No Regrets sponsorship roster is State Farm Insurance – they have partnered with us to research issues around teen driving, develop a new prepackaged activity, and create a new website.

It is an exciting time at SMARTRISK – everyone wants in! Thank you so much to all of our sponsors for making No Regrets a continued success.



Lights, camera, action!

No Regrets could get you your 15 minutes of fame

Think your pumpkin drop was awesome? Seatbelt check was off the hook? Mocktails at the school dance wildly popular? Bring in the media!

The main idea behind No Regrets is to spread the word on injury prevention – shout it from the rooftops, plaster the school in posters, saturate the school announcements. But first, call up your local media. Paper, radio, television, any sort of media outlet will do!

Here are some key tips to getting the attention your No Regrets team deserves:

The Approach: You can't sit around all day, waiting for the media to knock on your door. Source out media outlets in your area. What approach will work best for the event you are promoting? Hockey event? Ask the sports personalities on the radio to advertise. Event already happened? Send photos and a short article to the local newspaper.

Make sure you can back up why it is crucial the media covers your event – they want to know their audience will be interested. Be ready to make your case for their coverage, and have a back-up plan in case your first choice won't take the bait.

The Story: This is your big moment. Make sure you have your story, facts, and

names right. Take a few minutes to practice your key points – try to make them 20-30 seconds long and include any relevant statistics that might help the story. Answer questions you feel comfortable with – if you feel as though you aren't sure of an answer, be honest and offer to find the answer at a later date.

At the end of the interview, if you feel like you haven't hit upon some key points, feel free to ask the reporter if you can have the opportunity to emphasize them. If it is for television, take a deep breath and ignore the camera – talk to the reporter, don't be nervous.

The Aftermath: Look for your story and try to obtain a copy of it. If there was an error in reporting (e.g. they got the date of your event wrong), you can always politely call the reporter or send a letter to the editor, to correct the error.

Send a copy of your 15 minutes of fame to the SMARTRISK head office - we love hearing about it!

Any more questions? Check out Section Four of the toolkit for more media savvy tips!
LIGHTSACTION!



Extra! Extra! Read all about it!

Lights! Camera!

Action!

three

Welcome!

In our fall training sessions, we brought on 7 new schools and trained 7 second year schools. From coast to coast, they are:



BRITISH COLUMBIA:
Fort Nelson Secondary School
North Peace Secondary School
Prespatou Elementary-School
Secondary School

NORTHERN ONTARIO:
Timiskaming District Secondary School
Widdifield Secondary School
Espanola High School
West Ferris High School

NOVA SCOTIA:
Northumberland Regional High School
Strait Area Education-Recreation Centre
Guysborough Academy

Dr. John Hugh Gillis High School
Avon View High School
Hants North Rural High School
J.L. Ilsley High School

WELCOME TO THE TEAM!



Winter Driving

At 192 years old, The Farmers' Almanac has truly honed its ability for weather prediction, and this year is no different. Winter '08-'09 promises cold weather across the country with average amounts of precipitation – perfect conditions for winter driving. There's a lot to take into consideration before dealing with cold, ice, and snow as well as tackling those winter roads in order to prevent injuries.

Here are some simple ways to managing your risk while driving this season:

BUCKLE UP

- Buckle Up your seatbelt and ensure that all other passengers are also buckled up.

LOOK FIRST

- Get your vehicle winter-ready with a maintenance check-up from a licensed technician (battery, belts, hoses, radiator, oil, lights, brakes, exhaust system, heater/defroster, tires, wipers and ignition system should all be inspected).
- Check tire air pressure frequently, as it decreases in cold weather.
- Keep the gas tank at least half full at all times, top up windshield washer fluid and add gasoline antifreeze to every second tank.
- Use a matching set of snow tires, if possible
- Check weather and travel conditions before heading out. Plan extra time and consider delaying the trip in bad weather.
- Wear warm clothing.
- Notify someone where you are going and when you expect to arrive.
- Carry a cell phone.
- Watch for flashing lights of snow and ice control vehicles. When approaching these vehicles from behind, show down and stay at least 60 meters back. Avoid passing around or between them.
- Bring a map and be prepared to take an alternate route.
- Remove snow from the entire car.



WEAR THE GEAR

Preparing a winter driving kit can help you to deal with any on-the-road incident. Recommended items include:

1. Ice scraper/snow brush
2. Snow shovel
3. Sand, salt or kitty litter
4. Booster cables
5. Flares or warning lights
6. Antifreeze
7. Windshield washer fluid
8. Flashlight and batteries
9. First aid kit
10. Extra clothing (hats and mitts)
11. Blanket
12. Non-perishable food and water
13. Candles and matches (only use these in your vehicle with a window open to prevent a build-up of carbon monoxide)
14. Road maps
15. Towrope or chain
16. Fire extinguisher
17. Paper towels

GET TRAINED

- Consider taking an advanced driving course that teaches emergency driving skills.
- Turn on the vehicle's full lighting system in poor visibility.

- Leave plenty of space between you and the vehicle ahead - it ensures you have enough room to stop and will avoid snow spray from other vehicles.
- Be careful when approaching shaded areas, bridges and overpasses, as these sections of road freeze much sooner and stay frozen longer in cold weather.
- Make sure you know how to use the braking system in all weather and road conditions. Learn to control a vehicle that has threshold brakes or anti-lock brakes by reviewing the Driver's Handbook for your province. If you have anti-lock brakes, apply constant, firm pressure to the pedal. Never pump the brakes.
- Avoid using cruise control in wet or freezing conditions.
- If your vehicle goes into a skid, (wheels sliding out of control on a slippery surface) look and steer in the direction of the skid.
- If you get stuck in snow, straighten the wheel and accelerate slowly. Scatter sand under the wheels or shovel as necessary.

DRIVE SOBER

- Drive sober. No alcohol or drugs before or while driving.
- Avoid talking on the phone and text messaging while driving, as distractions reduce your ability to react to the changing winter environment.
- Be aware that other distractions such as: eating, changing music, using a GPS and grooming all take your attention away from the road and may increase the incidence of a collision in all seasons, not just winter.
- If you are tired, take a break or let someone else drive.

Love it? Hate it?

Let us know!

This is your newsletter, your program. So speak up already!

Nothing is better than a little bit of feedback. The only thing that trumps it are submissions from you fine folks! Let us know what you are thinking, or put pen to paper to contribute to your newsletter, with No Regrets.

don't be a stranger...

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