

PARENT'S P.A.R.T.Y. ATV & SNOWMOBILE INJURIES PROJECT SUMMARY

| | | |
|----------------------|--|---|
| Project Name: | ATV AND SNOWMOBILE INJURIES IN YOUTH: <i>What we can tell you about the problem...And what you can tell us about the solution.</i> | Issue: ATV and Snowmobile Injuries in Youth |
| Keywords: | ATV; Quad; All Terrain Vehicle; snowmobile; prevention; youth; injury prevention; risk | |
| Organization: | Lakeland P.A.R.T.Y. Program Association | Website: http://www.lakelandparty.ca/ATVIntro.htm |
| Contact: | Audrey Karperien, Executive Director, 780 594 9959; audrey@lakelandparty.ca 6118 53 Avenue, Cold Lake AB T9M 1V5 | |



Project Description: **Target Group:** adults in a position to influence youth's risk taking with respect to ATVs and snowmobiles; more males than females; late teens to > 55 years; 17% from aboriginal communities; 70% owned, rode, or had children riding ATVs or snowmobiles in the last year; 75% rode; 58% had children who rode or drove in the last year.

Timeline: July 2008 to September 2009

Geographic Region/Communities Involved: Bonnyville, Cold Lake, Kehewin, LeGoff, Glendon, Ardmore in Alberta

Key Features: Information sharing sessions designed to increase awareness of the stats, expose people to positions advocated by various organizations on ATV use in youth, and engage community in trying to solve the youth injury problem.

| | Sessions | Participants |
|--|-----------|--------------|
| 8 Oilfield industry session, including 4 safety meetings | 8 | 220 |
| 5 Aboriginal presentations | 5 | 62 |
| 1 Healthcare setting and 3 community settings | 4 | 33 |
| Total | 17 | 315 |

Other features: Delivered concurrent with core program messages to youth; shared results/got inputs at a Youth Symposium; Regional Traffic Safety Coordinator presented to youth on ATVs and other traffic safety issues during our regular program; Sessions occurred in the context of a community with a very high rate of injuries on these vehicles, boom and bust economy, high male to female ratio.

Outside Funding: • Alberta Traffic Safety Fund • Industry Revenues

- Partners/Supporters:**
- AADAC (now AHS-Addictions Services)
 - ACICR
 - Alberta Infrastructure and Transportation
 - Alberta Traffic Safety Fund
 - Barry Sallstrom, Regional Traffic Safety Coordinator
 - Bonnyville Health Centre and Staff
 - Bonnyville Municipal Ambulance Staff
 - Bonnyville Nouvelle
 - Burger Baron (Bonnyville)
 - Capital Health
 - Cold Lake Ambulance Society and Staff
 - Cold Lake Health Centre and Staff
 - Cold Lake M.A.D.D.
 - Cold Lake Recreation and Culture Advisory Committee
 - Cold Lake Sun Grand Centre Native Friendship Centre – Youth Learning Resource Centre
 - Imperial Oil
 - Kehewin Community Education Centre
 - Ken Pshyk and Glendon School
 - Quinn Contracting
 - RCMP/Victim's Services

Project Results: **Short-term outcomes for participants**

- Significant increases in knowledge and awareness of ATV- and snowmobile-related injuries and deaths, as well as support for limiting use by youth in order to prevent injuries and death, in accordance with position of organization such as Canadian Paediatric Society, ACICR, etc.

- Long-term outcomes for participants**
- ~90% of participants who responded to long-term surveys had already taken or planned to take steps likely to reduce injuries associated with ATV and snowmobile use by youth (e.g., purchasing safety gear)
 - participants discussed the sessions and influenced people they interacted with
 - results suggest 4 out of every 5 participants will act on what they learned and that an estimated minimum of 240 non-trivial ripple effect contacts were made

- Outcomes for program and community**
- **Engagement** – high participant concern and suggestions about how to improve the problem; partnerships with AADAC, schools, hospitals, RCMP/Victim Services, local sellers
 - **Dissemination** – media coverage and releases, stakeholder reports, website; promotion of P.A.R.T.Y. program in general; participation in ATV Working Group; distribution of invitations; distribution of AADAC, ACICR, SafeRoads, and other brochures, displaying of posters

Products: Updated curriculum; PowerPoint Presentations; online database of community inputs; website; reports; flyers/invitations

Instruments: Pre- and post-session surveys; long-term impact surveys; evaluation surveys

- Findings:**
- These lively, interactive sessions were rated highly as eye-opening on topics fraught with mythology and great ways to open dialogue on difficult issues; positively engaged community on program and priority issues; enhanced consistent messaging.
 - **Helmet Use:** average level of agreement that no one should ride an ATV without a helmet was 9.52 out of 10. Participants felt very strongly that helmets should always be worn by both drivers and riders of both types of vehicle.
 - **Age Restrictions:** 94% said the minimum age at which it is safe to drive either an ATV or a snowmobile is 16 or older (standard deviation for ATVs was 1.00 and snowmobiles 1.11), in keeping with Canadian Paediatric Society recommendations.
 - **Community wants:** more approved safety courses and training as well as increased education/awareness campaigns (e.g., in schools); legislation and licensing to be put in place for these vehicles; tougher laws and increased enforcement to make people accountable for their choices, especially with respect to things like alcohol use, speeding, and stunting.
 - **Community believes:** other major factors in the problem are social/demographic issues, such as the very high disposable income levels and the male to female ratio in our community; media, social, and cultural pressures; parenting and role modelling; engineering/manufacturers/sellers; and roads/trails/lighting.

Unintended Outcomes: educator tentatively developing 1-credit online module for high school students and upgrading adults; ATV seller will give discounts to encourage helmets are purchased with ATVs, and will inform parents about role modeling helmet wearing.