



MILLION MESSAGES PROGRAM

Standardized Injury Messages for Parents

What is the Million Messages Program?

The Million Messages Program is the development of a comprehensive plan to standardize messages given to parents about injury. Each of these messages is simple, consistent, routine, and targets an issue that affects children at specific stages in their growth and development. The messages are developed for prenatal, newborn, two months, four months, six months, 12 months, 18 months, and preschool periods. This program was developed by Capital Health in Alberta. An evaluation was conducted and it was found that the information received led to a change in behaviour in 46% of the parents/caregivers.

How Were the Messages Developed?

The program was revised to reflect Saskatchewan statistics and six handouts that support the key messages were developed. The leading injury-related causes of hospitalization (see Table 1) and death (see Table 2) were used when developing the messages to be given to parents. The physical development of children was also taken into account. There are messages on falls, poisoning, drowning, choking, scalds and burns, car seats, pedestrian safety, and shaken baby syndrome. The messages are given at the age when a particular injury is most likely to occur. For instance, falls are discussed at the four month visit when the infant is likely to learn to roll over soon rather than at the newborn visit. The key messages are organized in a table format with the time the contact happens, the key message, and the corresponding handout.

Who is the Target Population?

The target of the messages would be parents/caregivers of young children below the age of 6 years.

Leading Causes of Injuries and Deaths

TABLE 1 Leading Causes of Injury-Related Hospitalizations for Saskatchewan Children Under Five Years of Age		TABLE 2 Leading Causes of Injury-Related Deaths for Saskatchewan Children Under Five Years of Age	
Falls	29%	Drowning or Choking	30%
Poison	22%	Fire and Flame	21%
Adverse Effects of Drugs	8%	Motor Vehicle Traffic	13%
Drowning or Choking	8%	Motor Vehicle Pedestrian	11%

Every 4.5 days a child dies and 38 are hospitalized due to injury in Saskatchewan. These injuries are both predictable and preventable.

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 our goal is **healthy** children

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If you are interested in implementing the Million Messages Program or need more information, please contact the Child Injury Prevention Coordinator at 306.655.2512 or email: info@preventioninstitute.sk.ca