

Been There, Seen It, Done It - Now What?

Louis Hugo Francescutti

Physician and Storyteller

EAPUOC, Sherwood Park - April 16, 2019



Is your seatbelt fastened?





It's Your Move.

It's Fixable!

What's Up?

Reality Check.



asshole and francescutti



All

Images

News

Videos

Maps

More

Settings

Tools

About 8,530 results (0.32 seconds)

[Dr. Louis Hugo Francescutti is an Asshole - Medical Marijuana with ...](#)

goan-smee.blogspot.com/2014/06/dr-louis-hugo-francescutti-is-asshole.html ▼

Jun 10, 2014 - Dr. Louis Hugo **Francescutti** is an **Asshole** ... One of the country's most influential doctors, **Francescutti** bluntly says he does not want Canada's ...

[Who is this Dr. Louis Hugo Francescutti? - Medical Marijuana with ...](#)

goan-smee.blogspot.com/2014/06/who-is-this-dr-louis-hugo-francescutti.html ▼

Jun 13, 2014 - Mr. **Asshole** Himself. Dr. Louis Hugo **Francescutti**. I got my first impression of Dr. **Francescutti** from an article in the Vancouver Sun in 2011 ...

Dr. Louis Hugo Francescutti is an Asshole

Dr. Louis Hugo Francescutti is an Asshole

He Took Off His Mask for the Huffington Post



Introduction

This photograph was the lead into a recent Huffington Post interview with Dr. Louis Hugo Francescutti- President of the Canadian Medical Association. Possibly it's a clue to his arrogant self image: mounted on his charger to simulate the CMA "White Knight" (more accurately: possibly Don Quixote?)

**He's on his way to Kill the Marijuana Industry
Fucking up the
Medical Marijuana Patient Population
in the process.**

Heil Harper!



TheSmeeGoanGuy Salute

Pages

- [Home](#)
- [An Argument for the Personal Growth of Medical Marijuana](#)
- [The Six Pillars of Character](#)

Blog Archive

► [2016](#) (1)

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► [July](#) (9)

▼ [June](#) (12)

[Chief Seattle's 1854 Oration](#)

[Justice Activists Are the Most Rational People](#)

[The Art of Nikolai Aldunin](#)

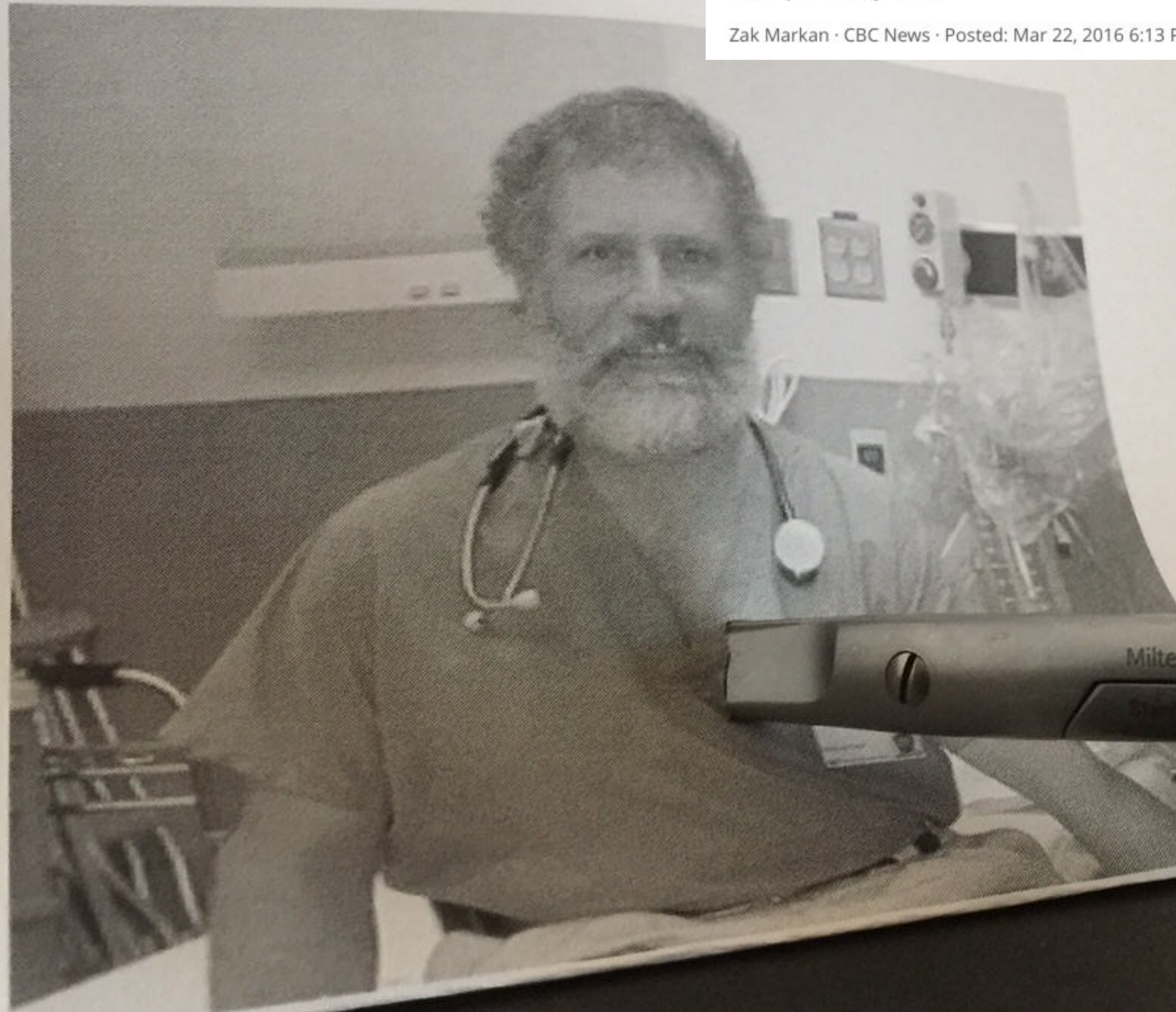
[The Return of Al Gore to the Circus](#)

Canadian Medical Association blog post has merit, says Dalhousie prof



Dr. Louis Hugo Francescutti's blog post caused stir in Canadian medical community; later pulled by CMA

Zak Markan · CBC News · Posted: Mar 22, 2016 6:13 PM AT | Last Updated: March 22, 2016

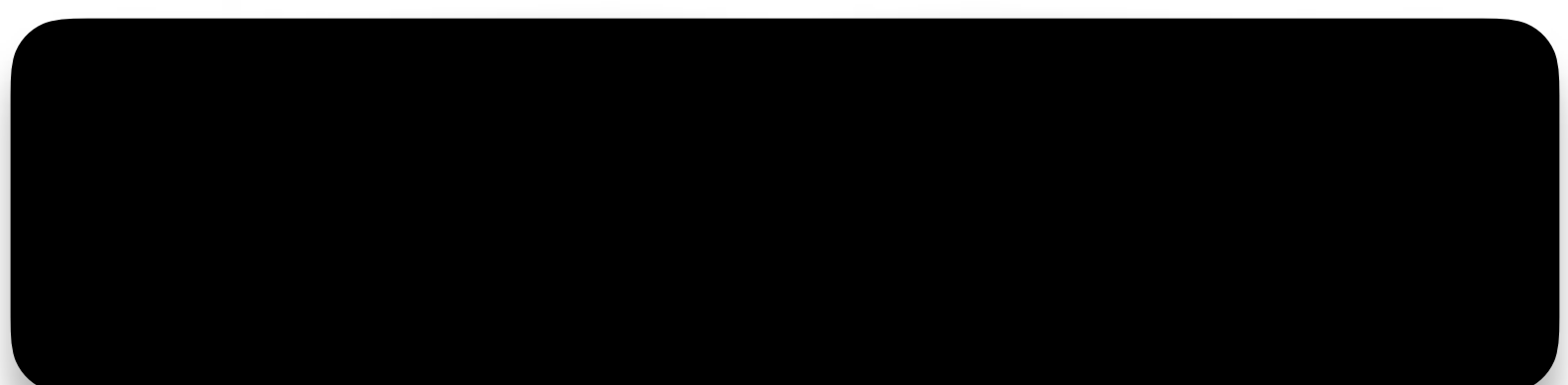




What's Up?



drlou.ca/survey



GREEN

BLUE

YELLOW

BLACK

RED



Stroop Effect - 1935

Who's in the room?

Silent Generation

1946-65

Generation X

1983-94

Generation Z



1925-45

Baby Boomers

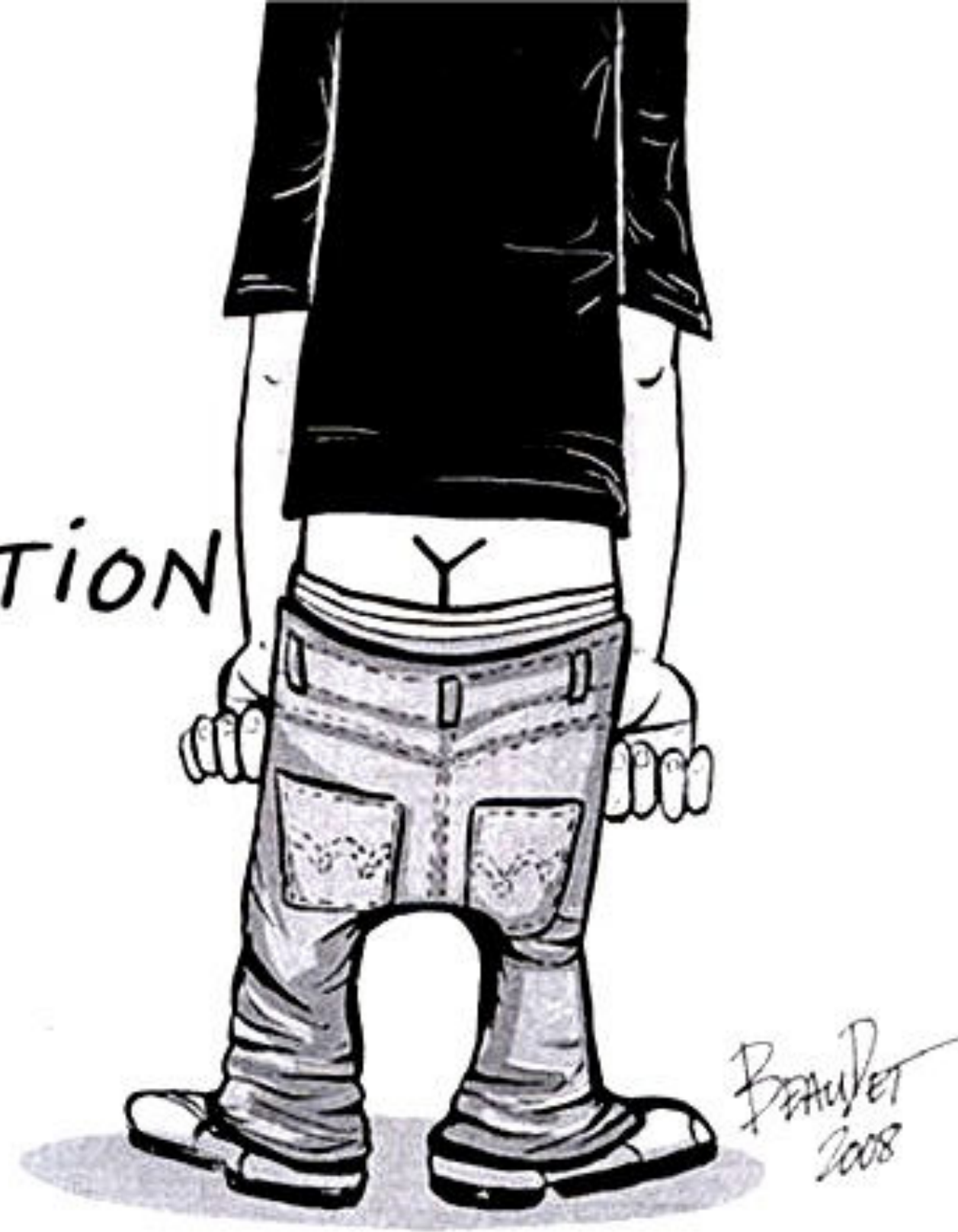
1966-82

Generation Y

1995-

Why generation “Y”?

GÉNÉRATION

























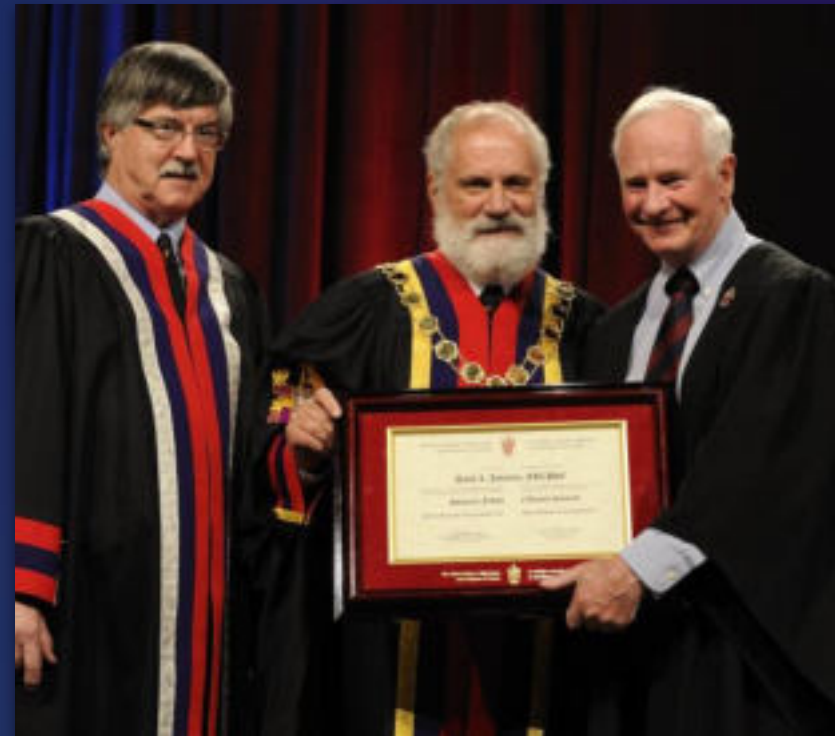
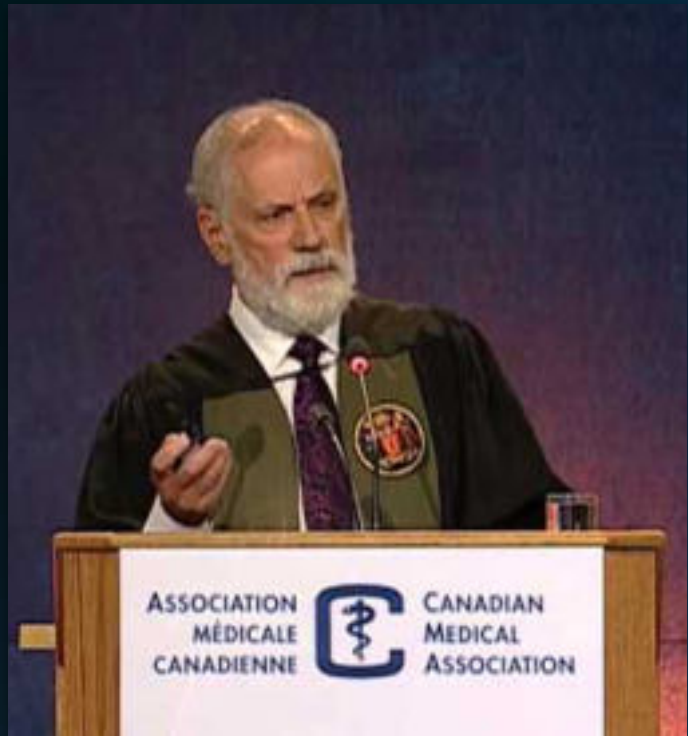
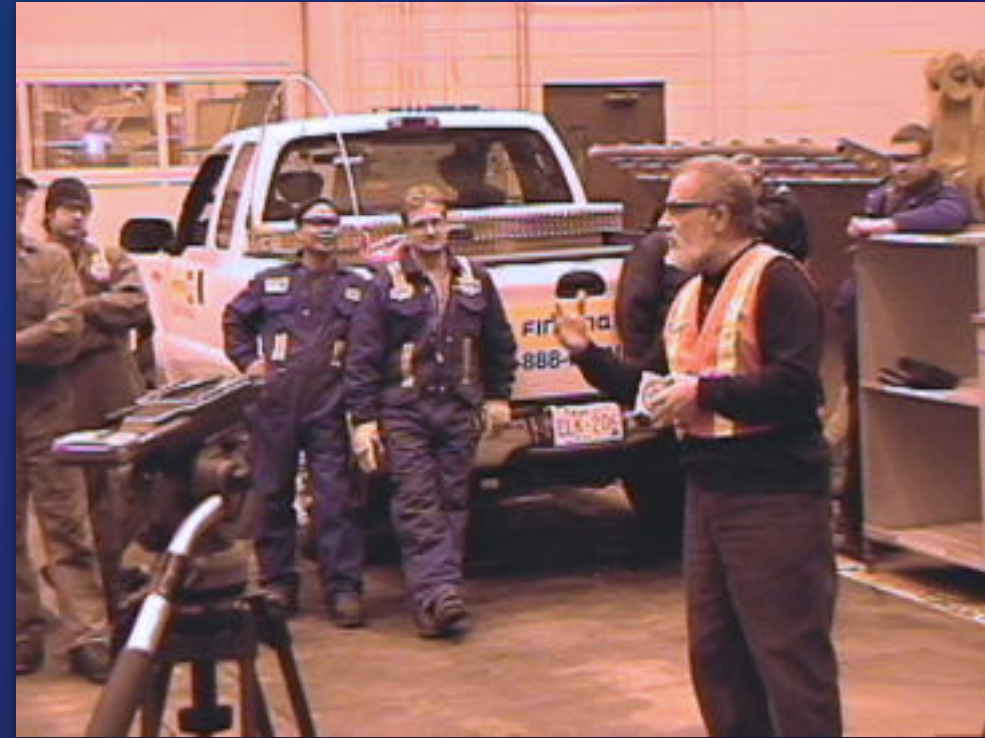






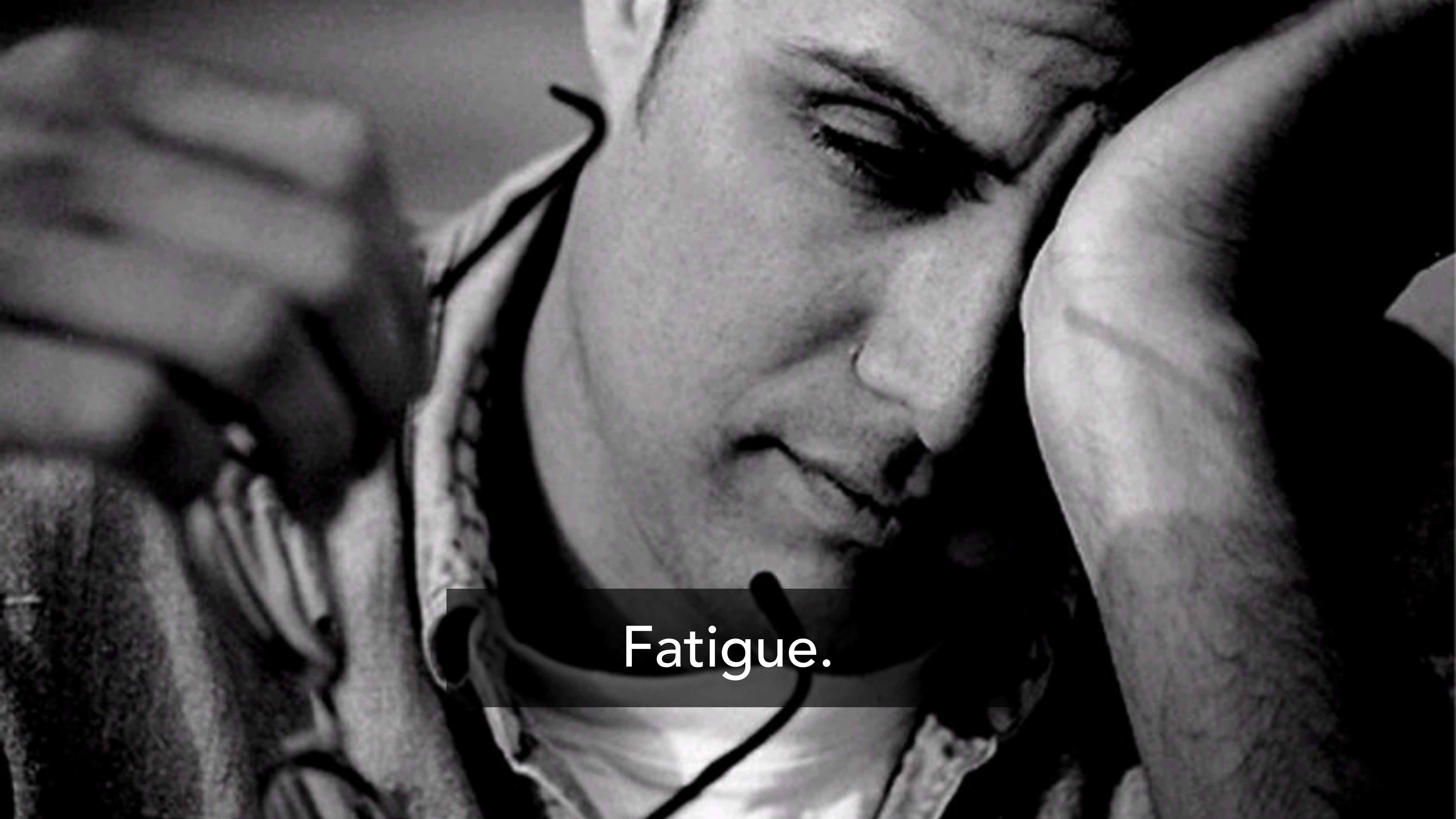


This is what I do...





Injury.



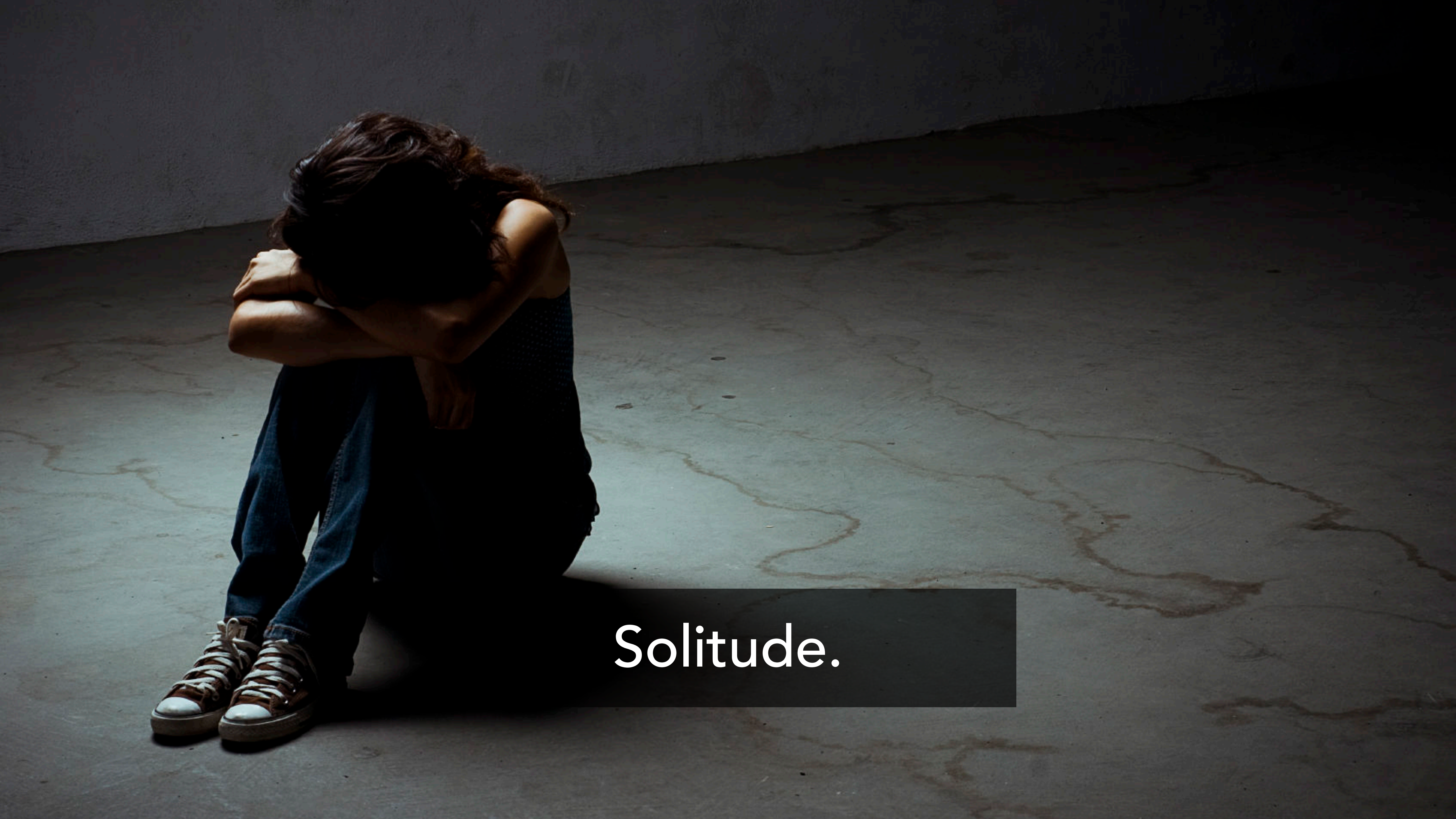
Fatigue.

A photograph of a person's arm and hand. The person is holding a blue and orange razor in their right hand, which is positioned over their left forearm. On the left wrist, there is a visible, bloody laceration. The background is a white sink and a white towel. A yellow pushpin is visible at the top of a white notepad with blue lines, which is placed over the right arm.

FACT

Injury is the leading cause of injury death in Alberta.

Suicide.



Solitude.

A woman with short brown hair, wearing a blue V-neck top and a silver necklace, sits on a teal cushioned chair. She is looking out a large window at a bright, slightly blurred garden with white and pink flowers. The scene is lit with soft, natural light.

Loneliness.



Substance misuse & addiction.

Cage Questionare



- Have you ever felt you should cut down on your drinking?
- Have people annoyed you by criticizing your drinking?
- Have you ever felt bad or guilty about your drinking?
- Have you ever had a drink first thing in the morning to steady your nerves or get rid of a hangover (eye-opener)?



FACT

Alberta has the highest rate of family violence in Canada.

Violence.



Brain health.

Depression

Anxiety Disorder

Bipolar Disorder

Schizophrenia

- Depression is the leading cause of disability in the world.
- 8% of workers in Canada are on related medications.
- 21% of workers will suffer from mental illness.
- 40% of all short and long term disability claims are related to mental illness.
- 60% drop in family income when a 'breadwinner' suffers.
- 500,000 workers off sick each day in Canada as a result of mental illness.
- \$8.5 billion spent by employers and insurers each year as a result of long-term disability claims related to mental illness.
- \$9.3 billion annual cost of short-term leave.
- \$51 billion amount that mental illness costs the Canadian economy each year.
- Should this continue to be too taboo for us to talk about?

Smile!





It's fixable.

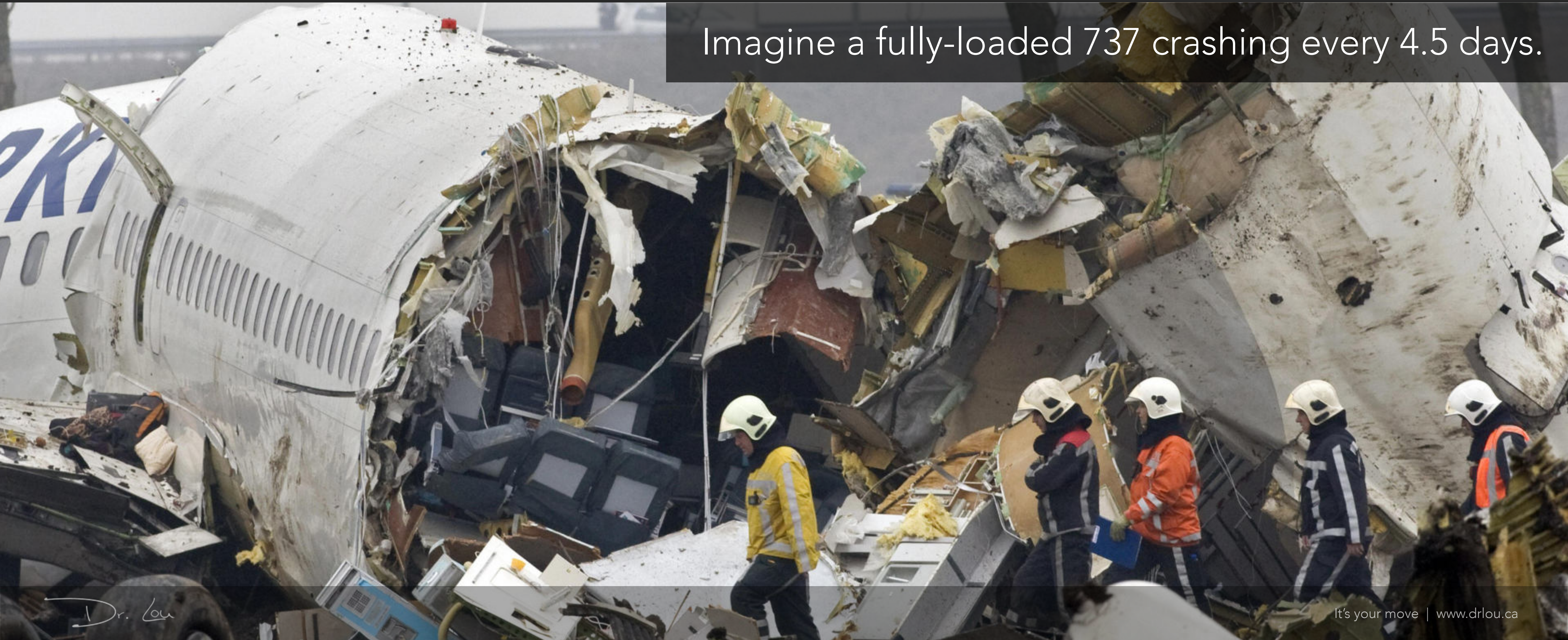
"911, what's your emergency?"

- "My husband just found our son at the bottom of the pool..."
- "My grandma fell and can't get up..."
- "A car crash just happened in front of me...come quick..."
- "A dog bit my daughter in the face..."
- "My daddy fell holding his chest and is sleeping now..."
- "Our kitchen is on fire help me..."



15,000 Canadians die annually from injuries.

Imagine a fully-loaded 737 crashing every 4.5 days.



Society's acceptance of injuries.

- "It was an accident."
- "Could have happened to anyone."
- "He (she) lived a good life."
- "Their ticket was up."
- "What can you do?"
- "An act of God."
- "Their nine lives must have been up."
- "I never thought it could happen to me."
- "Just in the wrong place at the wrong time...OOPS..."
- The Millwoods Incident was 40 years ago, really?



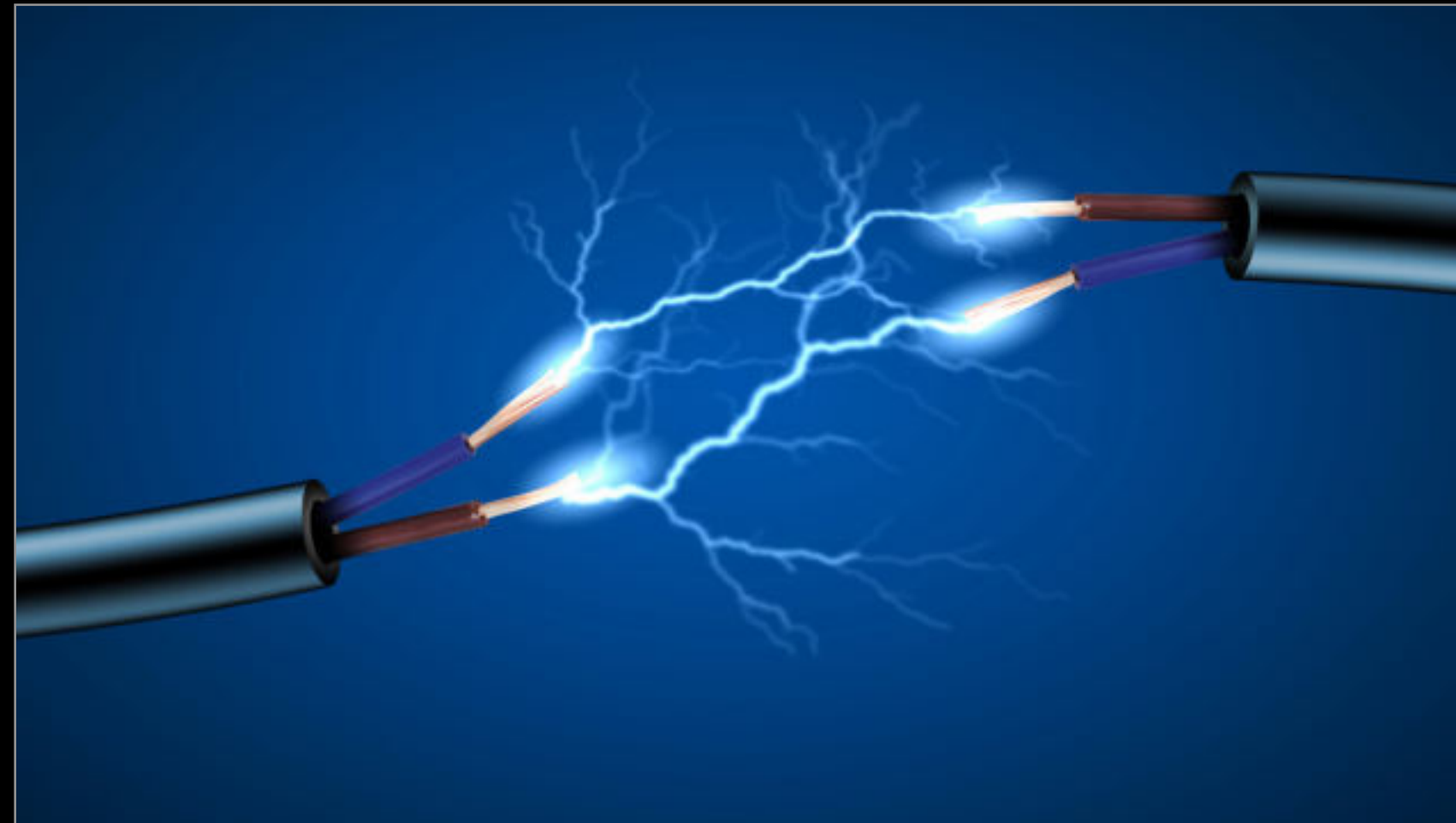


Injuries are expensive.



TECHNICAL DEFINITION OF INJURY

“Any specific and identifiable bodily impairment or damage resulting from exposure to the transfer of energy, or the absence of oxygen and heat.”



TRAUMA

“Any injury or combination of injuries that threaten life or limb.”

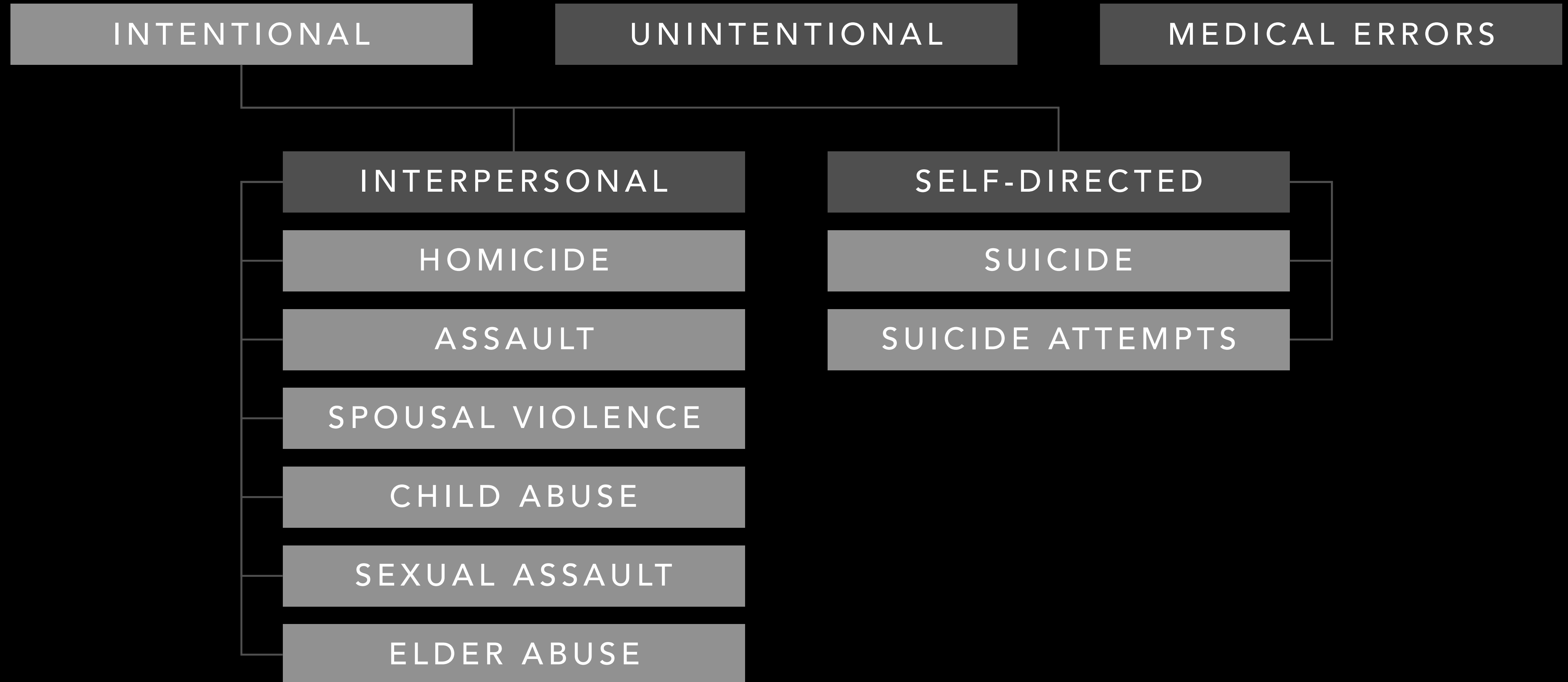


Injury is a complex problem.



Social and Economic Policies
Institutions (including medical care)
Neighborhoods and Communities
Living Conditions
Social Relationships
Individual Risk Factors
Generic / Constitutional Factors
Pathophysiologic Pathways

INJURY CLASSIFICATION



INJURY CLASSIFICATION

INTENTIONAL

UNINTENTIONAL

MEDICAL ERRORS

MOTOR VEHICLE

OTHER

FALLS

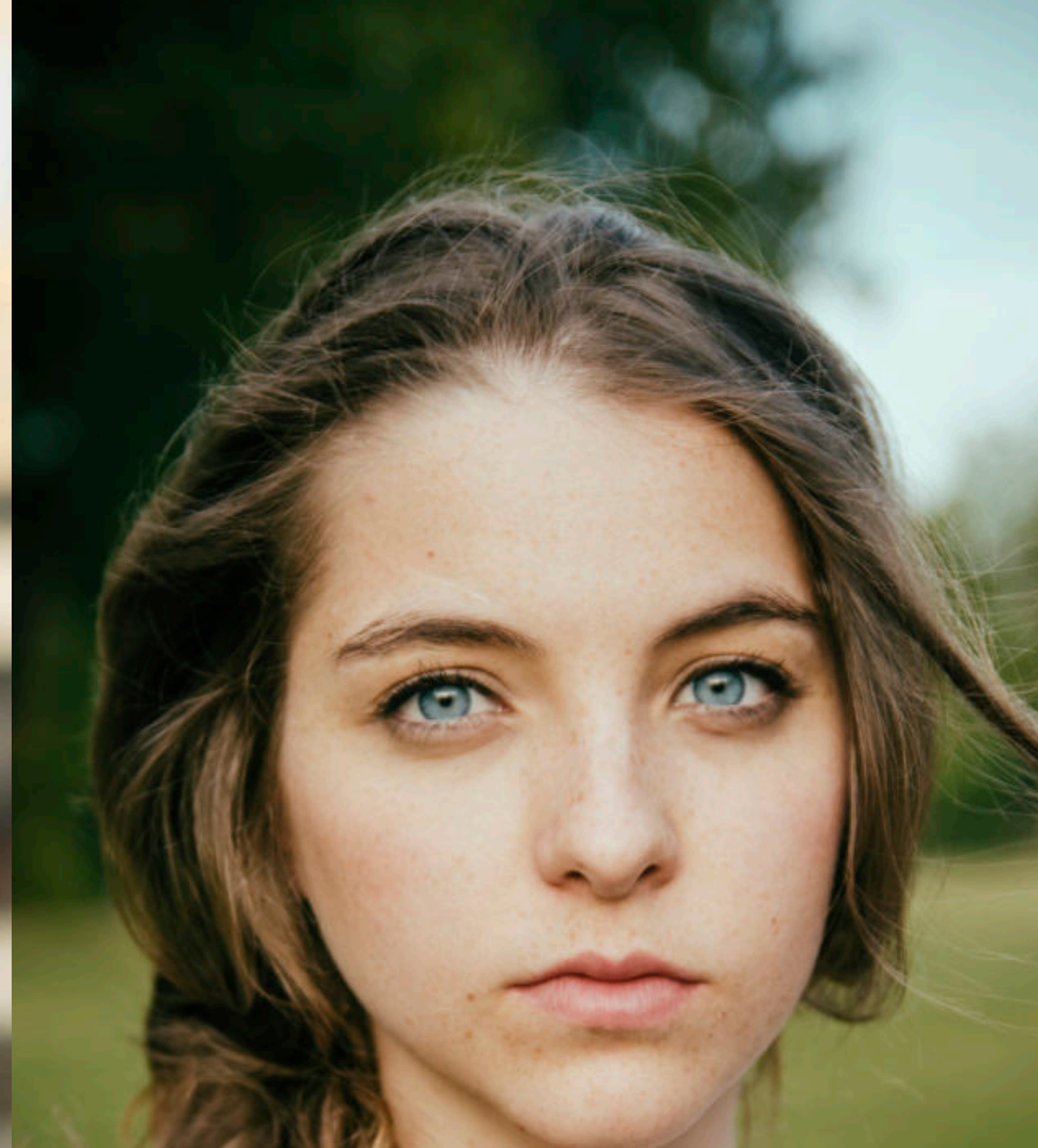
POISONING

BURNS

DROWNING



For Canadians under 44 years of age, **injuries** are the leading cause of death.




For Canadians under 34 years of age, motor vehicle **injuries** are the leading cause of death.



For Canadians under 19 years of age, **injuries** exceed all other causes of death.

Why are young workers more at risk?



Don't want to
attract negative
attention.

Want to please
their boss.

Do not know
their rights.

Don't want to
lose their job.

"Can't happen
to me!"

"Really need the
money!"

See a problem here?

- Yearly, over 60,000 young workers injured.
- Nearly 100 young workers a year die.
- 15-24 year olds make up 20% of workforce yet account for 33% of fatalities and 25% of all work related injuries.





Beautiful Brains

October 2011, David Hobbs

Moody. Impulsive. Maddening. Why do teenagers act the way they do? Viewed through the eyes of evolution, their most exasperating traits may be the key to success as adults.





Traffic injuries

DID YOU KNOW?

When health care costs, property losses and other factors are considered, the economic cost of traffic collisions to Canadians is as high as \$25 billion annually.

Three Collision Millisecond Concept

1

First collision is the vehicle and an object (i.e. car hits tree).

2

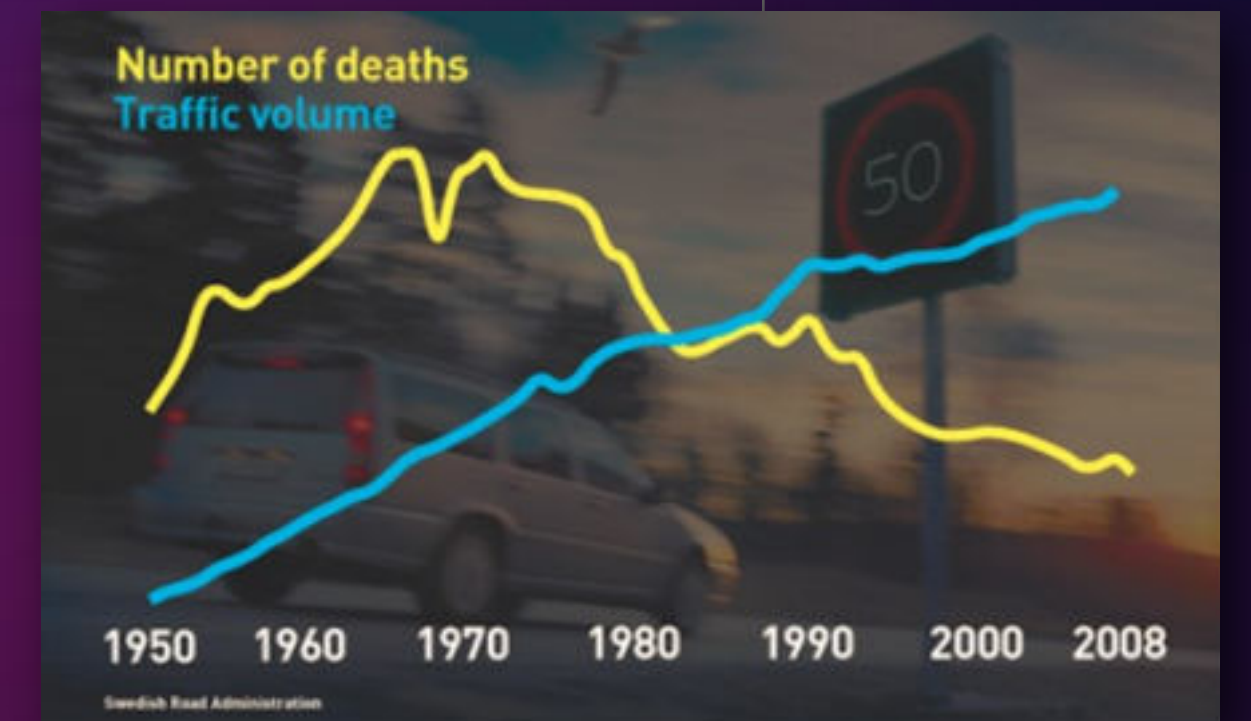
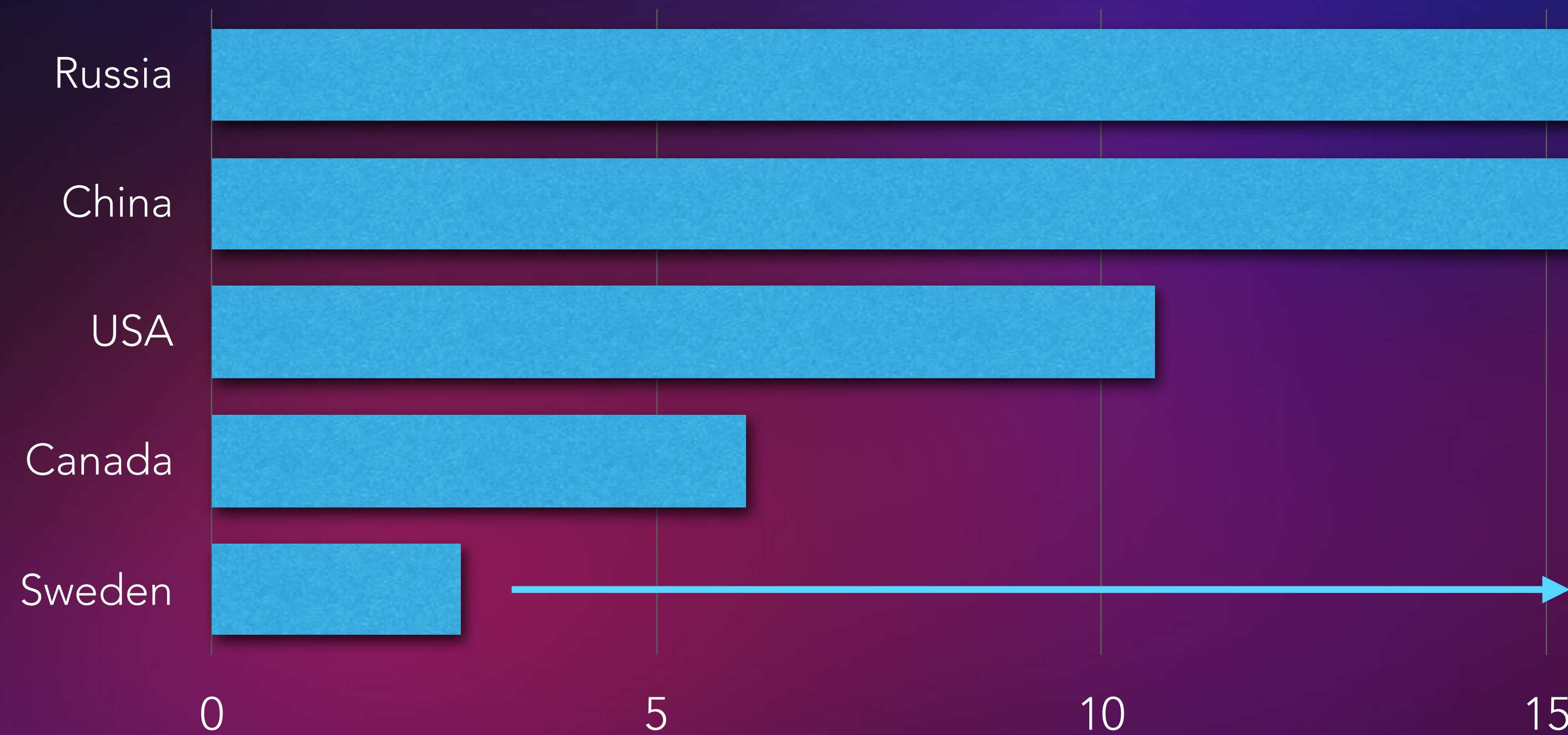
Second collision is occupant with object (i.e. skull hits the windshield).

3

Third collision is organ within body (i.e. brain strikes skull).

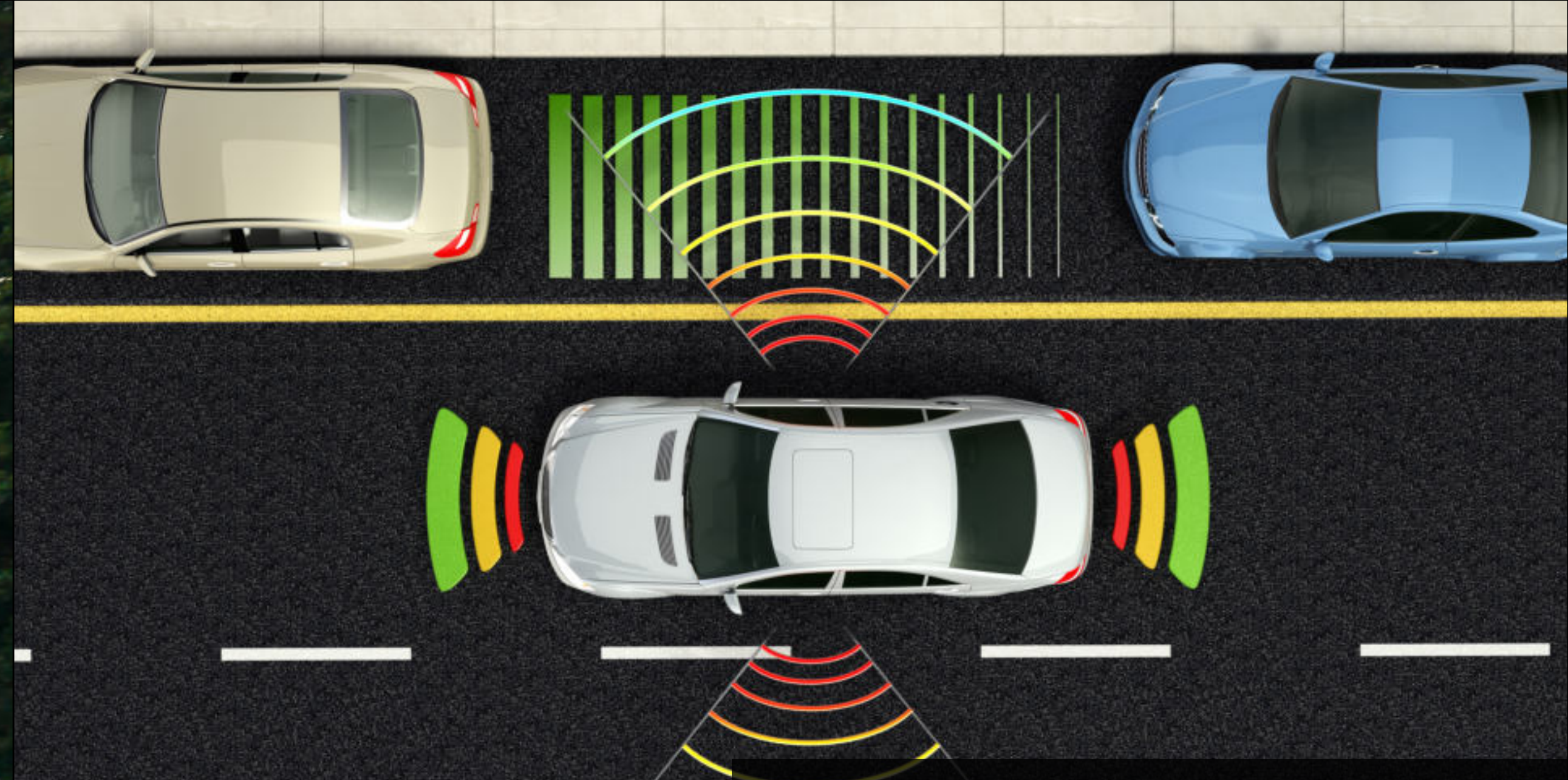
Sweden gets it.

ROAD FATALITIES PER 100,000 INHABITANTS





Infrastructure



Vehicle Technology

How did Sweden do it?



Services & Education



Control & Surveillance

Do we need to think differently?

DID YOU KNOW?

“What percentage of injury deaths occur at the scene or soon after?”


The image shows seven yellow fire helmets hanging on a wall. They are arranged in two rows: three in the top row and four in the bottom row. The helmets are mounted on a dark wooden rail with hooks. The background is a light-colored, vertically-ribbed wall. A semi-transparent dark grey rectangular box is overlaid across the middle of the image, containing the text "What is the health of your organization's safety culture?".

What is the health of your organization's
safety culture?

What does it take to get the right results?



12 elements of a positive safety culture

- 
1. High levels of management safety concern, involvement and commitment.
 2. Safety prioritized over profits and production.
 3. Good organizational learning.
 4. Frequent informal safety communication.
 5. Good job communication.
 6. Good plant design, working conditions and housekeeping.

7. Confidence in safety rules, procedures and measures.
8. Trust in workforce to manage risk.
9. Satisfaction with training.
10. High levels of employee participation in safety.
11. Acceptance of personal responsibility for safety.
12. Willingness to speak up about safety.



Safety culture perception survey & actionable analytics

mysafetysurvey

engage | understand | proact

Dr. Louis Hugo Francescutti | Dr. Robert Barrett | Jeff De Roche

780-915-1838 | www.mysafetysurvey.com

“There has to be a way to gain an understanding of real-world worker attitudes towards safety culture to enable employers to take proactive efforts to eliminate worksite injuries and fatalities.”

Dr. Louis Hugo Francescutti, 2012



mysafetysurvey.com

mysafetysurvey

Help & Support

Work safe. Live to tell about it.

I'm a worker.

Learn More

I'm an employer.

Welcome to MySafetySurvey. This online tool allows **workers** and **employers** across any industry to create individual and organization profiles to help identify risk and necessary corrective action.

Working together with industry partners, safety organizations, and various authorities, MySafetySurvey serves as a comprehensive resource where information related to worksite safety will be collected, aggregated, and used to help workers generate and manage their confidential individual risk profiles. These profiles and resulting scorecards are products of dynamic analysis where real data and research are used to produce relevant and actionable information that workers can use reduce their exposure to worksite risk.

Organizations are able to benchmark themselves against their industry and use aggregated data to help identify additional risk elements based on their target workers, while the **general public** can view aggregated data to evaluate various industry metrics.

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MySafetySurvey is actively managed by concerned citizens.

SUPPORTED BY THE FOLLOWING RESPECTED ORGANIZATIONS

chemco

COAA
Construction Owners
Association of Alberta

ENBRIDGE
Life Takes Energy

Fortes Bros.
POWERLINE
CONSTRUCTION

GRAHAM

JVDRIVER
GROUP

Real issues.

- Workplace safety
- Organizational safety practices
- Safety policies and programs
- Supervisor safety relations
- Co-worker safety relations
- Personal safety motivation
- Personal safety knowledge
- Hazard assessment:
barriers and work changes
- Hazard assessment: participation
- Conflict resolution
- Procedural intentional non-compliance (future)

Engage.

- Free. Unlimited surveys.
- Any industry, any organization.
- Anyone, anytime, anywhere.
- Anonymous.
- Address 'taboo' issues.
- 100% research-supported.
- COR approved.
- Media-rich (customizable).
- Offline surveys.

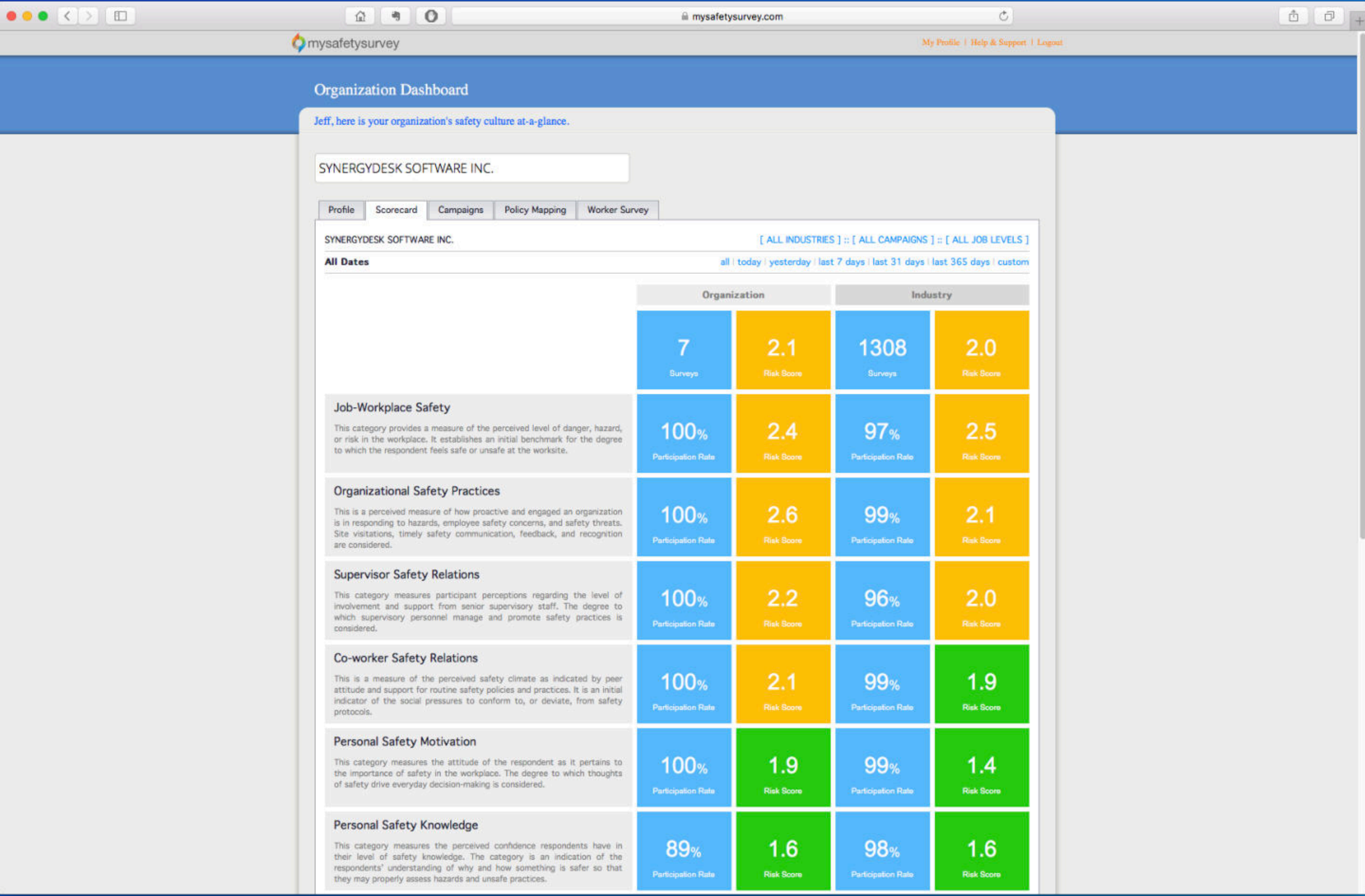
Understand.

- Actionable worker scorecard.
- Private organization analytics.
- Visual dashboards.
- Organization / industry culture at-a-glance.
- Campaigns.
- Reporting.
- Integrated research.
- Trend analysis (future).
- Event correlation (future).

Proact.

To take action in advance of an expected event.

- Address deficiencies before an incident or fatality occurs.
- Identify manager vs. worker perception gaps.
- Identify PiNC Drift (future).
- Program / policy mapping.
- Deep-dive content for workers (future).
- Expert-guidance for employers.
- Real-time alerts (future).
- Scheduled notifications and reporting (future).
- Predictive analysis (future).



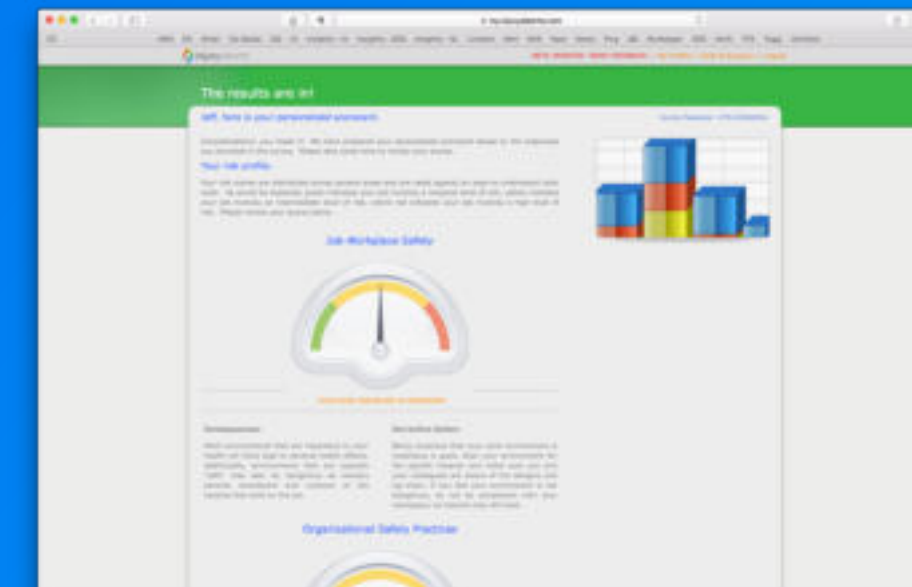
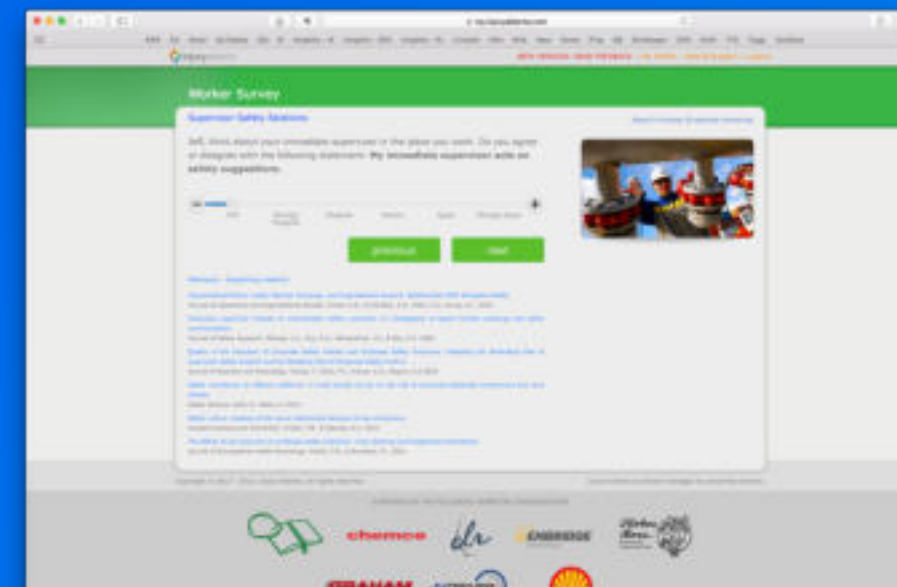
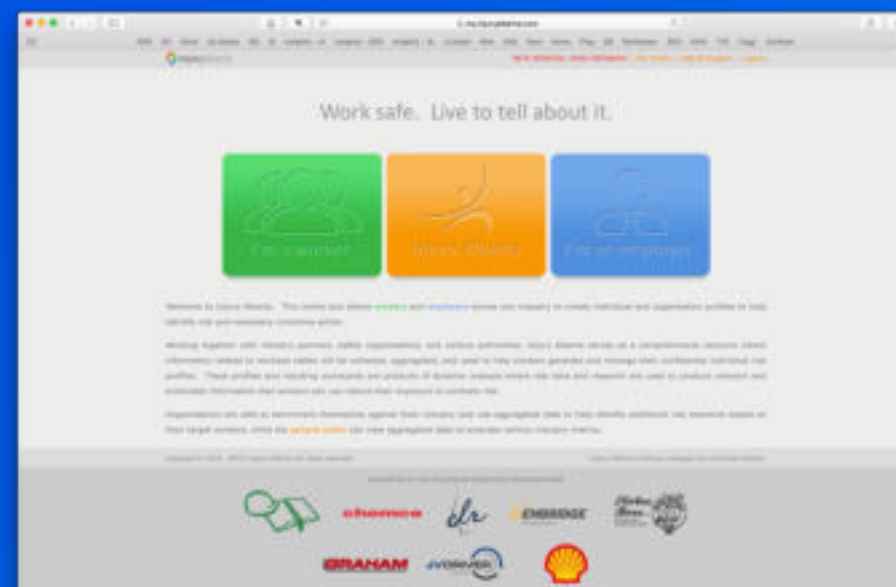
Do we have your support?

Industry leaders needed. Now.

Alberta Construction Safety Association

Chemco Electrical Contractors | Enbridge | Forbes Bros. Ltd. | Graham | JV Driver Projects Inc.

Shell Canada | Construction Labour Relations - Alberta



Injury Control

Primary Prevention: Injury Prevention

Preventing an injury from occurring in the first place.

Secondary Prevention: First Aid, EMS, ER, ICU

Reducing the severity of an injury that has occurred.

Tertiary Prevention: Rehabilitation

Returning an individual to his/her pre-injury condition, as much as possible.



Let's not forget injuries that occur
to the elderly and disabled...
as society often does.



So, why do we keep getting hurt?

PRESCRIPTION

Rx

NAME AGE

ADDRESS

DIRECTIONS

Amoxicillin
1 gm tid po
7 days

REFILL ○ ○ ○ ○ ○

SIGNATURE

DATE

1/3 used exactly as prescribed.

1/3 not filled at all.

1/3 partially followed.

PRESCRIPTION

NAME AGE

ADDRESS

DIRECTIONS

Standard
Operating
Procedure

REFILL ○ ○ ○ ○ ○

SIGNATURE

DATE

1/3 used exactly as expected.
1/3 not followed at all.
1/3 partially followed.

A white prescription form with a red 'Rx' logo and the word 'PRESCRIPTION' in red. The form contains handwritten text in black ink. The 'DIRECTIONS' section is filled with 'Standard Operating Procedure'. The 'REFILL' section has five empty circles. The 'SIGNATURE' and 'DATE' sections are empty.

PRESCRIPTION

NAME AGE

ADDRESS

DIRECTIONS

Standard
Operating
Procedure

REFILL ○ ○ ○ ○ ○

SIGNATURE

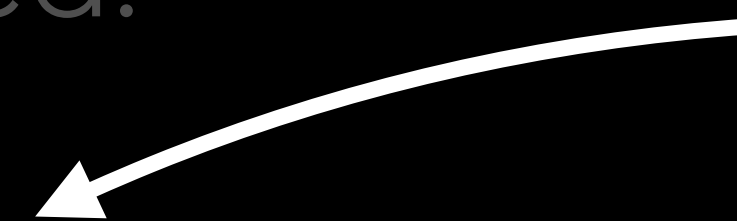
DATE

1/3 used exactly as expected.

1/3 not followed at all.

1/3 partially followed.

drift





Think what this guy is doing is important?

What's the DRIFT in your organization?



1 Accident

100 Near Misses

9,900 Errors

Standard Operating Procedure Non-Compliance

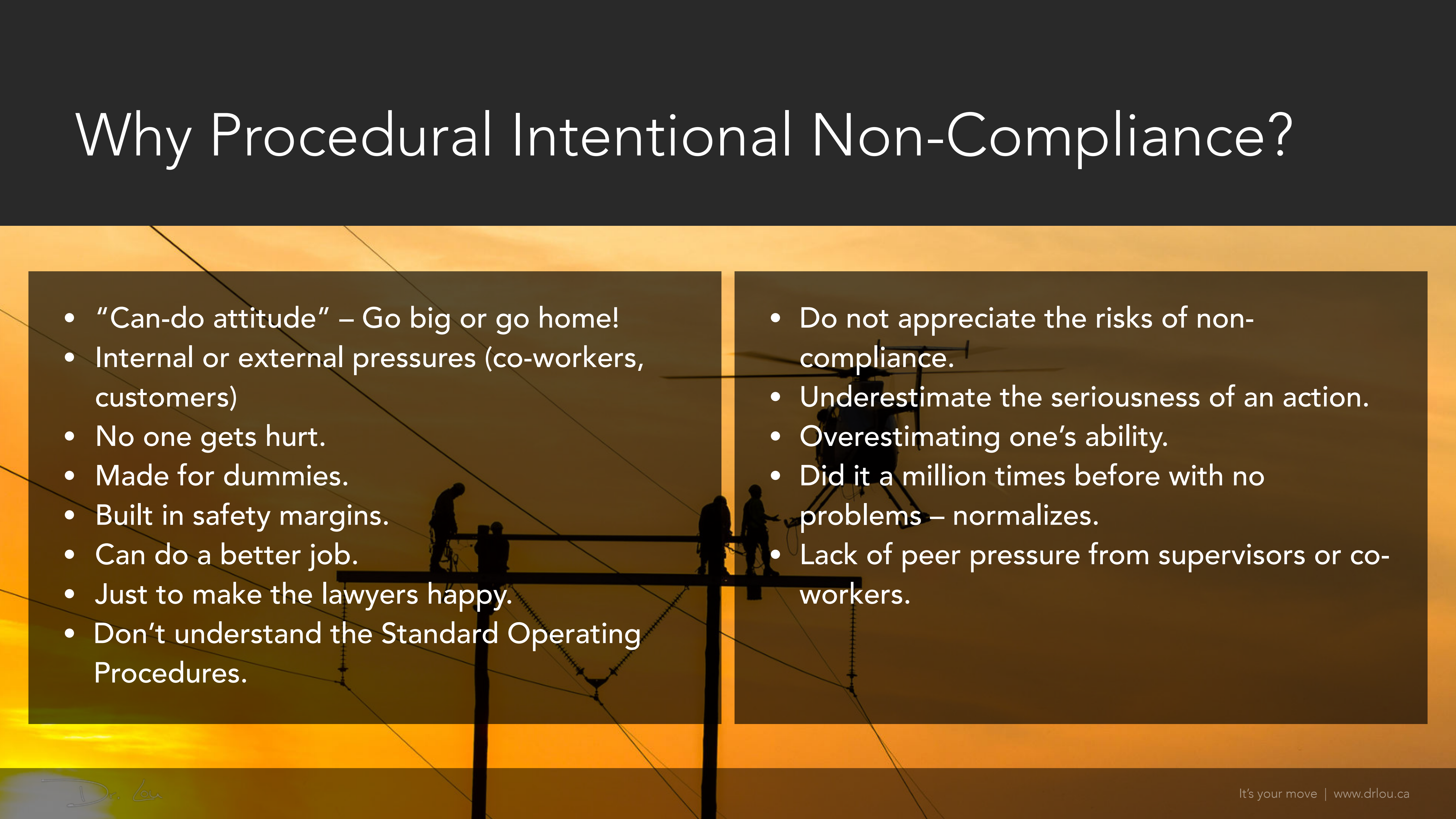
Procedural INTENTIONAL Non-Compliance

- Reward (Motivation) for the violator
- Knowledge of the risk – but has a high probability of success
- Absence of peer action or reaction

Procedural UNINTENTIONAL Non-Compliance

- Awareness failure
 - Unaware of SOP
 - Do not operate with any reference to it
- Understanding failure
 - Different understanding of SOP and what it is

Why Procedural Intentional Non-Compliance?

- 
- “Can-do attitude” – Go big or go home!
 - Internal or external pressures (co-workers, customers)
 - No one gets hurt.
 - Made for dummies.
 - Built in safety margins.
 - Can do a better job.
 - Just to make the lawyers happy.
 - Don’t understand the Standard Operating Procedures.
- Do not appreciate the risks of non-compliance.
 - Underestimate the seriousness of an action.
 - Overestimating one’s ability.
 - Did it a million times before with no problems – normalizes.
 - Lack of peer pressure from supervisors or co-workers.

A 2013 study demonstrated that PINC training significantly improved 6 of 12 intentional non-compliance items identified in LOSA (Line Operations Safety Audit).

An aerial photograph of an airport's taxiway and runway system. A large commercial jet is taxiing on a paved surface, following a yellow arrow. To its right, a smaller aircraft is also taxiing. The runway is marked with white lines and numbers. A body of water is visible in the upper right corner. Two text boxes are overlaid on the image, containing communication instructions from a tower and a pilot.

TOWER

"Taxi to *hold in position*."

C-FHHQ

"Taxi to *holding position*."

Situational awareness

SA1 = Do you see it?

SA2 = Do you know what it means?

SA3 = Do you know where it's taking you?



“When individuals get in the habit of picking and choosing what rules, regulations and/or policies and procedures they are or are not going to follow, then there are no standards and the results are predictable and often catastrophic.”

HAROLD SUMMERS – DIRECTOR OF FLIGHT OPERATIONS

What can you do about PINC?

- Make sure policies do not encourage PINC.
- Formal training of management and all personnel.
- SOP clearly delineate company policies and procedures that are to be followed.
- “Non-compliance” is simply not acceptable.
- Professionals are expected to act like professionals.
- If PINC go unnoticed or not challenged and corrected then they...
- May become the new SOP.



Aviation gets it.

- No blame and no name.
- A forfeit clause.
- Mandatory report and response.
- Real commitment.

DO NOT REPORT AIRCRAFT ACCIDENTS AND CRIMINAL ACTIVITIES ON THIS FORM.
ACCIDENTS AND CRIMINAL ACTIVITIES ARE NOT INCLUDED IN THE ASRS PROGRAM AND SHOULD NOT BE SUBMITTED TO NASA.
ALL IDENTITIES CONTAINED IN THIS REPORT WILL BE REMOVED TO ASSURE COMPLETE REPORTER ANONYMITY.

(SPACE BELOW RESERVED FOR ASRS DATE/TIME STAMP)

IDENTIFICATION STRIP: Please fill in all blanks to ensure return of strip.
NO RECORD WILL BE KEPT OF YOUR IDENTITY. This section will be returned to you.

TELEPHONE NUMBERS where we may reach you for further details of this occurrence:

HOME Area _____ No. _____ - _____ Hours _____
WORK Area _____ No. _____ - _____ Hours _____

NAME _____ TYPE OF EVENT/SITUATION _____
ADDRESS/PO BOX _____
CITY _____ STATE _____ ZIP _____ DATE OF OCCURRENCE _____
LOCAL TIME (24 hr. clock) _____

PLEASE FILL IN APPROPRIATE SPACES AND CHECK ALL ITEMS WHICH APPLY TO THIS EVENT OR SITUATION.

REPORTER	
In what type of facility do you work?	<input type="checkbox"/> Tower <input type="checkbox"/> Approach <input type="checkbox"/> Center <input type="checkbox"/> FSS Facility ID _____
Describe your ATC qualifications.	<input type="checkbox"/> FPL <input type="checkbox"/> Developmental Time certified on position/sector: _____ yrs/mos
What is your ATC experience in years?	radar _____ limited radar _____ non-radar _____ military _____ supervisor _____
What was your control position or activity during the occurrence? (Check all that apply for combined position)	<input type="checkbox"/> radar <input type="checkbox"/> local <input type="checkbox"/> arrival <input type="checkbox"/> clinic delivery <input type="checkbox"/> pre-flight <input type="checkbox"/> supervisor <input type="checkbox"/> hand-off <input type="checkbox"/> ground <input type="checkbox"/> departure <input type="checkbox"/> coordinator <input type="checkbox"/> in-flight <input type="checkbox"/> monitor <input type="checkbox"/> radar assoc <input type="checkbox"/> assistant <input type="checkbox"/> data <input type="checkbox"/> manual <input type="checkbox"/> flight watch other _____
Was instruction a factor?	<input type="checkbox"/> I was instructing <input type="checkbox"/> I was receiving training <input type="checkbox"/> yes <input type="checkbox"/> no
Do you have pilot experience?	<input type="checkbox"/> no <input type="checkbox"/> yes, _____ hours <input type="checkbox"/> instrument rated

AIRSPACE	WEATHER	LIGHT/VISIBILITY
<input type="checkbox"/> Class A (PCA) <input type="checkbox"/> Special Use Airspace <input type="checkbox"/> Class B (TCA) <input type="checkbox"/> airway/route <input type="checkbox"/> Class C (ARSA) <input type="checkbox"/> unknown/other _____ <input type="checkbox"/> Class D (Control Zone/ATA) _____ <input type="checkbox"/> Class E (General Controlled) _____ <input type="checkbox"/> Class G (Uncontrolled) _____	<input type="checkbox"/> VMC <input type="checkbox"/> ice <input type="checkbox"/> IMC <input type="checkbox"/> snow <input type="checkbox"/> mixed <input type="checkbox"/> turbulence <input type="checkbox"/> marginal <input type="checkbox"/> thunderstorm <input type="checkbox"/> rain <input type="checkbox"/> windshear <input type="checkbox"/> fog <input type="checkbox"/> _____	<input type="checkbox"/> daylight <input type="checkbox"/> night <input type="checkbox"/> dawn <input type="checkbox"/> dusk ceiling _____ feet visibility _____ miles RVR _____ feet

AIRCRAFT 1		AIRCRAFT 2	
Type of Aircraft	(Make/Model) _____	(Make/Model) _____	
Operator	<input type="checkbox"/> air carrier <input type="checkbox"/> military <input type="checkbox"/> corporate <input type="checkbox"/> commuter <input type="checkbox"/> private <input type="checkbox"/> other _____	<input type="checkbox"/> air carrier <input type="checkbox"/> military <input type="checkbox"/> corporate <input type="checkbox"/> commuter <input type="checkbox"/> private <input type="checkbox"/> other _____	
Mission	<input type="checkbox"/> passenger <input type="checkbox"/> training <input type="checkbox"/> business <input type="checkbox"/> cargo <input type="checkbox"/> pleasure <input type="checkbox"/> unk/other _____	<input type="checkbox"/> passenger <input type="checkbox"/> training <input type="checkbox"/> business <input type="checkbox"/> cargo <input type="checkbox"/> pleasure <input type="checkbox"/> unk/other _____	
Flight plan	<input type="checkbox"/> VFR <input type="checkbox"/> SVFR <input type="checkbox"/> none <input type="checkbox"/> IFR <input type="checkbox"/> DVFR <input type="checkbox"/> unknown	<input type="checkbox"/> VFR <input type="checkbox"/> SVFR <input type="checkbox"/> none <input type="checkbox"/> IFR <input type="checkbox"/> DVFR <input type="checkbox"/> unknown	
Flight phases at time of occurrence	<input type="checkbox"/> taxi <input type="checkbox"/> cruise <input type="checkbox"/> landing <input type="checkbox"/> takeoff <input type="checkbox"/> descent <input type="checkbox"/> missed apch/GAR <input type="checkbox"/> climb <input type="checkbox"/> approach <input type="checkbox"/> other _____	<input type="checkbox"/> taxi <input type="checkbox"/> cruise <input type="checkbox"/> landing <input type="checkbox"/> takeoff <input type="checkbox"/> descent <input type="checkbox"/> missed apch/GAR <input type="checkbox"/> climb <input type="checkbox"/> approach <input type="checkbox"/> other _____	
Control status	<input type="checkbox"/> visual apch <input type="checkbox"/> on vector <input type="checkbox"/> on SID/STAR <input type="checkbox"/> controlled <input type="checkbox"/> none <input type="checkbox"/> unknown <input type="checkbox"/> no radio <input type="checkbox"/> radar advisories	<input type="checkbox"/> visual apch <input type="checkbox"/> on vector <input type="checkbox"/> on SID/STAR <input type="checkbox"/> controlled <input type="checkbox"/> none <input type="checkbox"/> unknown <input type="checkbox"/> no radio <input type="checkbox"/> radar advisories	

If more than two aircraft were involved, please describe the additional aircraft in the "Describe Event/Situation" section.

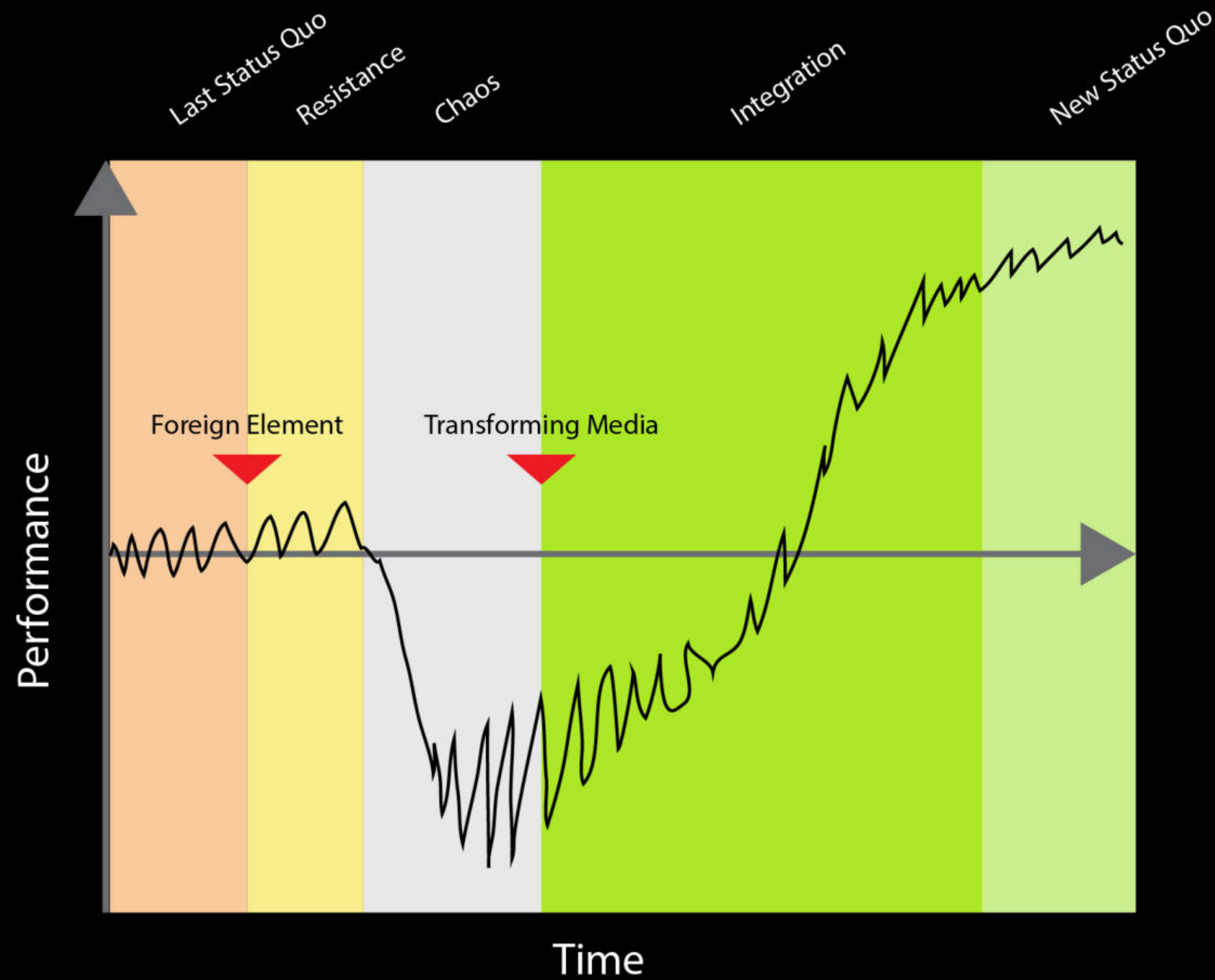
LOCATION	CONFLICTS
Altitude _____ <input type="checkbox"/> MSL <input type="checkbox"/> AGL Distance and radial from airport, NAVAID, or other fix _____ Nearest City/State _____	Estimated miss distance in feet: _____ horiz _____ vert _____ Was evasive action taken? <input type="checkbox"/> Yes <input type="checkbox"/> No Was TCAS a factor? <input type="checkbox"/> Yes <input type="checkbox"/> No Did Conflict Alert Activate? <input type="checkbox"/> Yes <input type="checkbox"/> No

NASA ARC 277A (January 1994)

ATC

Page 1 of 2

Dr. Lou



Injury Prevention Strategies

- Engineering.
- Enforcement.
- Economic.
- Education.





Distracted driving comes in many forms.





**Speed:
250 Km/hr**

**Traveling:
220 ft/sec**

**Reaction
Time:
1.6 seconds**

**Distance
Travelled:
363 feet**


Haddon Matrix

	Human	Vehicle & Equipment	Physical Environment	Social & Economic
Pre-Crash	Poor Vision Or Reaction Time, Alcohol, Drugs, Speeding, Risk Taking	Failed Brakes, Lights Not Working, Lack Of Warning Systems	Narrow Shoulders, Poor Signal Lights	Cultural Norms Allowing Dui, Red Light Running, Speeding
Crash	Failure To Wear Seat Belt	Malfunctioning Seat Belts, Poorly Engineered Air Bags	Poorly Designed Guardrails	Lack Of Vehicle Design Regulation
Post Crash	Multiple Co-Morbidities	Poor Fuel Tank Design	Poor Emergency Communication Systems	Lack Of Support For Ems And Trauma Systems

The BIG Proven Life Savers

- Three Point Seat Belts, Child Restraints
- Air bags, Antilock Brakes, Electronic Stability Control
- Crumble zones in vehicles; roll over protection on tractors
- Road design
- Building codes and standards
- Sustained comprehensive traffic enforcement
- Smoke and CO detectors with audible alarms
- Helmets, breakaway bases
- Occupational Health & Safety Laws
- Gun control
- Medication packaging
- Flame retardant pajamas
- Acute care – pre-hospital, ER, OR, ICU, Trauma Wards

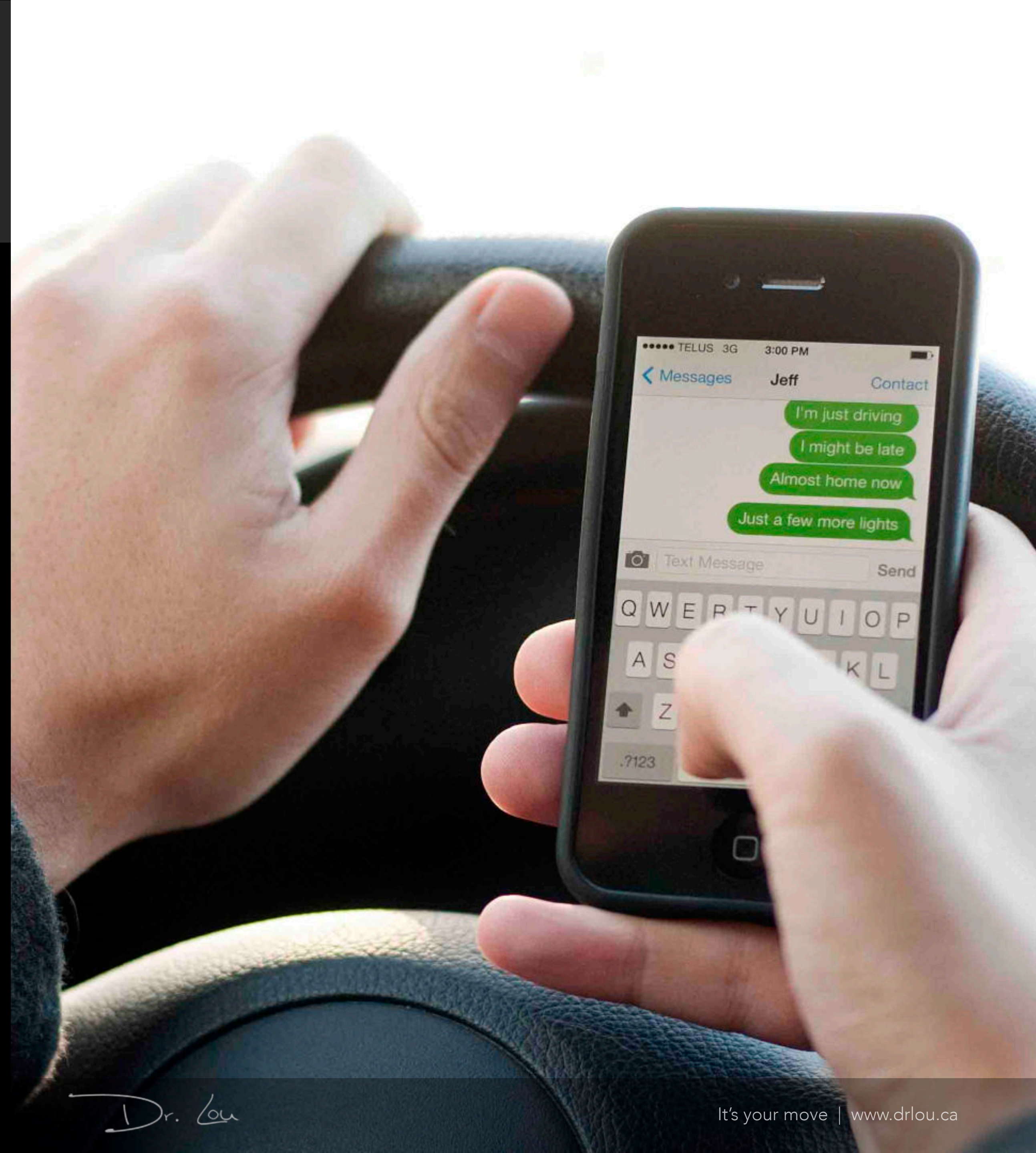
Is Hands-Free Risk-Free?



Whether hand-held or hands-free, cellphone use while driving increase the risk of collisions 4 times.

Texting while driving...

- Decreases reaction time by 35%.
- Increases the risk of drifting into another lane of traffic.
- Presents a greater collision risk than if you were at the legal limit of alcohol or under the influence of marijuana.



Teens behind the wheel...

- 83% of teens (90% of females) admit to talking on their cellphone while driving.
- Only 43% said they were confident in their driving ability while talking on a cellphone.
- 68% of teens (79% of females) admit to texting while driving.
- Only 21% said they were confident in their driving ability while texting.
- 3x as likely to be involved in a fatal motor vehicle crash due to: inexperience, risk tolerance, and risk exposure.



Areas we need to focus on...

- Hands On the Wheel, Eyes On the Road!
- Fatigue, substance abuse, mental illness.
- Simply follow the rules of the road.
- Perception of regular & sustained enforcement.
- Understand and respect local culture.
- Safety Culture development needs nurturing.
- Procedural Intentional Non Compliance is real and needs greater attention!
- Injuries are still not a societal priority.





It's your move.



Accountability

*Leadership
in Action*

Authority

Responsibility



Know yourself.



Know your needs.



Know your abilities.

A young child is riding a blue and orange balance bike on a paved path. The child is wearing a black helmet with green and yellow patterns, a blue and white striped long-sleeved shirt, dark blue pants with a white stripe, and blue shoes with green socks. The child is smiling and looking forward. The background is a blurred green field and a brown field in the distance.

Think this kid is
happy with himself?

A man with dark hair and a light beard is shown from the chest up, wearing a dark blue jacket over a light blue button-down shirt. He has his head tilted back, eyes closed, and a slight smile, with his arms raised in a celebratory gesture, fists clenched. The background is a blurred indoor setting with warm, golden light from wall sconces.

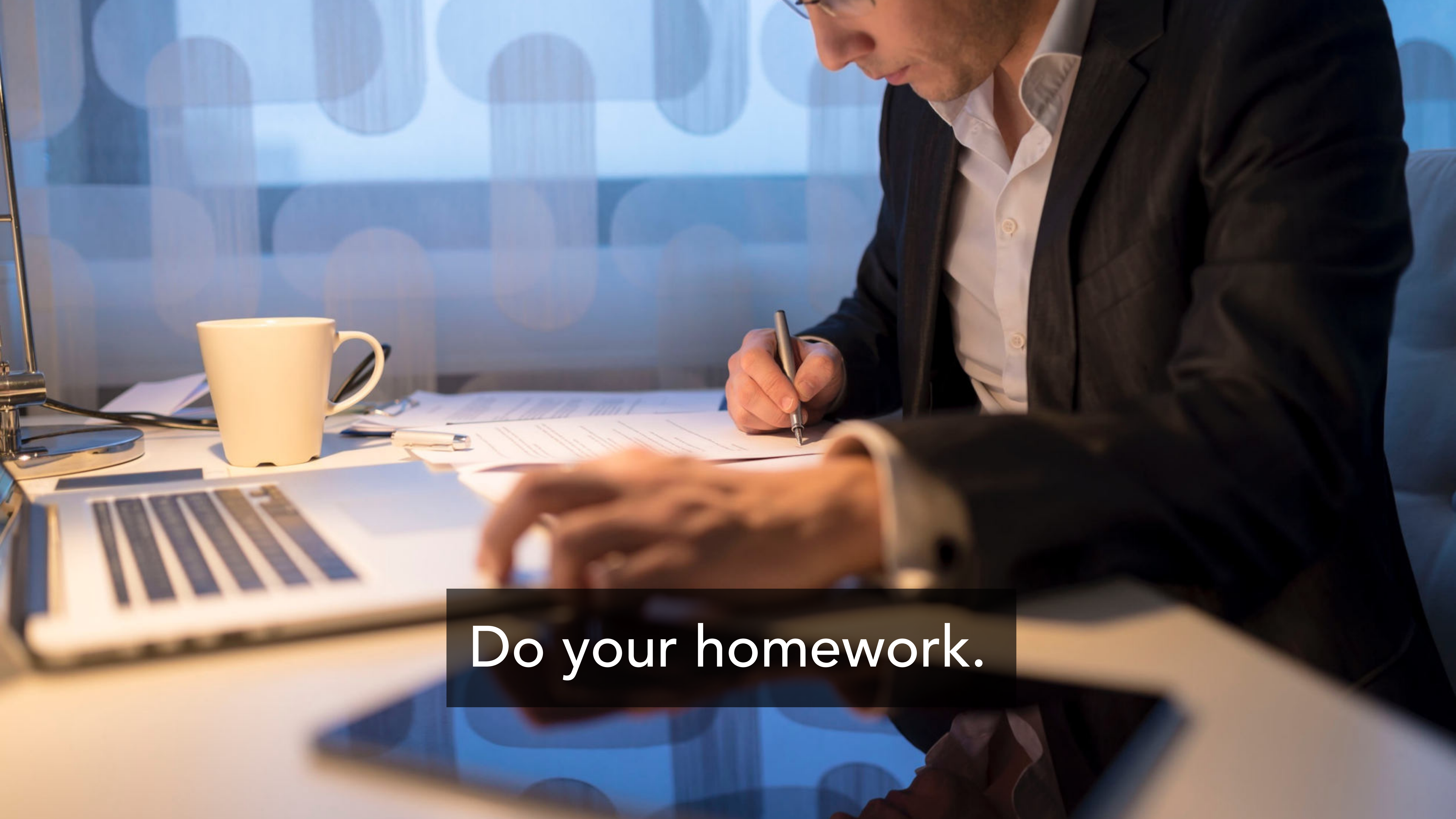
Be passionate.



Surround yourself with love and inspiration.



Be a good listener.



Do your homework.



Speak the language.



Keep your promises.



Be resourceful.

A full-page background image featuring a sunset sky with a large, bright sun on the left. On the right, the dark silhouette of a rocky mountain peak is visible. Three people are also silhouetted against the sky, climbing the mountain. One person is at the base, another is higher up, and a third is at the very top, reaching down to assist the second person. The scene conveys a sense of teamwork and overcoming challenges.

Inspire others.



Tell the truth.

A diverse group of four people are shown from the chest up, clapping and smiling. From left to right: a man with short brown hair and a beard wearing a light blue shirt; a man with dark hair and a beard wearing a light blue shirt; a woman with blonde hair wearing a grey blazer over a white shirt; and a woman with red curly hair wearing a grey blazer over a white shirt. A fourth person, a man with glasses, is partially visible on the far right. They are all looking towards the left side of the frame. The background is blurred, showing what appears to be an indoor setting with large windows.

Let others take the credit.



Try to have a little fun along the way.

drlou.ca