

December 6, 2019

Oxford County Injury Prevention Team receive \$5,000 from the Frank Cowan Company Home Town Program to support local bike safety

As part of its strategy to encourage active transportation, the Oxford County Injury Prevention Team will support bicycle safety with the donation

Woodstock, ON. On December 3rd, members of the Oxford County Injury Prevention Team met in front of the County of Oxford's Paramedic Services building on Mill street to receive a donation designed to support cycling initiatives throughout the County.

Aran Myers of Frank Cowan Company presented the group with a \$5,000 donation from its Home Town Program. The Oxford County Injury Prevention Team, comprised of community volunteers and representatives of Oxford County Paramedic Services, Southwestern Public Health, OPP, Woodstock police, Woodstock fire, Tillsonburg Recreation department and MTO, applied for funding to support work with local elementary school students on safe cycling and active transportation to school. Students without proper fitting helmets that meet current safety standards will be supplied with a new helmet using the funds. Other funding could be directed toward pedestrian safety measures in school zones.



In photo from left to right: Danielle Reeves, Volunteer, OCIPT; Meagan Lichti, Chair of OCIPT and Public Health Nurse, Southwestern Public Health; Jenny Townsend, Superintendent, EMS Education and Training, Oxford County Paramedic Services; Ernest A. Guy, Treasurer and Volunteer, OICPT; Lisa Woods, Public Information Coordinator, Woodstock Fire Department; Aran Myers, Regional Manager, Frank Cowan Company; Shaylyn Jackson, Community Service Officer, Woodstock Police Services

“Under the Ontario Public Health Standards, public health is committed to injury prevention. We’re also committed to promoting active transportation such as walking, biking, rollerblading, etc.,” says Meagan Lichti, a public health nurse with the health unit. “It’s a natural fit for us to be involved in programs that make choosing active transportation the safest, healthiest way of getting around. We’re grateful to Frank Cowan Insurance for supporting our vision.”

Larry Ryan, President, Frank Cowan Company adds, “The Home Town Program was created in part to make communities across Canada safer. We are proud to support the Oxford County Injury Prevention Team in their efforts to help elementary school students get to school safely – no matter how they choose to get there. We’re also happy to promote a healthy, active lifestyle at a young age.

About Southwestern Public Health

Southwestern Public Health works together with its partners to ensure the health of the whole community. Formed in 2018 by the merger of Elgin St. Thomas Public Health and Oxford County Public Health, Southwestern Public Health serves a population of about 200,000 across Oxford County, Elgin County and the City of St. Thomas. Our programs respond to public health emergencies; promote healthy lifestyles; help prevent injuries, illness, and disease in the community; and promote positive change and social conditions that improve health. Southwestern Public Health delivers mandated programs under the Ontario Public Health Standards and is regulated by the Ontario Health Promotion and Protection Act. The health unit maintains its main sites in Woodstock and St. Thomas. For more information, visit www.swpublichealth.ca or find us on Facebook.

About Frank Cowan Company

The Frank Cowan Company Home Town Program gives financial support to municipal-related community focused, grassroots initiatives across Canada that help to improve the safety and quality of life in the communities that the Company insures. This program is made possible through the collaboration of Frank Cowan Company business partners and The Cowan Foundation.

Frank Cowan Company is a Canadian leader in providing specialized insurance programs, including risk management and claims services for municipalities and public service, healthcare, education, community, children’s and social service organizations across Canada. For additional information about Frank Cowan Company, or the Home Town Program, visit www.frankcowan.com.

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