

# Injury Control Strategies: Overview & Comparison

## CANADA'S STRATEGY FOR INJURY PREVENTION

Ending Canada's Invisible Epidemic: A Strategy for Injury Prevention (2005)

## ALBERTA'S INJURY CONTROL STRATEGY\*

The Alberta Injury Control Strategy (2003)

## LIFESAVING SOCIETY'S INJURY CONTROL STRATEGY

The Lifesaving Society Injury Control Strategy (2004)

VISION	Canada has the lowest injury rates of any country in the world.	Making Alberta the Safest Place to Live	The Lifesaving Society saves lives, enhances quality of life, and empowers communities.
MISSION	To make Canada healthier through coordinated pan-Canadian strategies to reduce the frequency and severity of injuries and to improve health outcomes for those affected by injury. (proposed mission for a new 'Injury Prevention Centre of Canada')	Contribute to a healthy Alberta and healthy Albertans by: <ul style="list-style-type: none"> <li>Engaging Albertans in making the injury issue a priority.</li> <li>Reducing the frequency and severity of injuries in Alberta.</li> <li>Reducing the impact of and improving the outcomes for those affected by injury.</li> </ul>	<b>Statements of Purpose</b> The Lifesaving Society is the: <ul style="list-style-type: none"> <li>Expert in lifeguarding and water safety</li> <li>Authority in lifesaving standards, education and rescue</li> <li>Leader in research and prevention of drowning and injury</li> <li>Advocate for aquatic fitness and healthy living</li> <li>Promoter of lifesaving sport</li> </ul>
GUIDING PRINCIPLES	<ul style="list-style-type: none"> <li>Evidence-based practice</li> <li>Partnership and shared responsibility</li> <li>Vertical and horizontal integration of efforts</li> <li>Public accountability and reporting / transparency</li> <li>Population Health approach</li> <li>Respect for cultural diversity</li> </ul>	<ul style="list-style-type: none"> <li>Injury prevention focus and attitude</li> <li>Holistic focus on people and their environments</li> <li>Shared responsibility</li> <li>Strong stakeholder coordination and collaboration</li> <li>Diverse strategies</li> <li>Competency and organizational capacity</li> <li>Quality programs and services</li> <li>Evidence-based practices</li> </ul>	<b>Strategic Dimensions</b> <ul style="list-style-type: none"> <li>Initiates lifelong opportunities for community vitality through safe, fun, active living experiences</li> <li>Develops, accredits and implements professional and industry standards, programs, services and products to meet community and public safety needs</li> <li>Embraces responsible business practices for sustainable growth and organizational stability</li> <li>Forges strategic partnerships and alliances for reciprocal benefit</li> </ul>
STRATEGIC PLAN	<b>Six Strategic Pillars</b> <ol style="list-style-type: none"> <li><b>National leadership and coordination</b> to align partners and optimize effectiveness.</li> <li><b>An effective surveillance system</b> with relevant products, disseminated in a timely manner to those who need them.</li> <li><b>Research</b> to inform injury prevention priorities and targets and to build our knowledge of what works.</li> <li><b>Community supports and resources</b> to enable communities to design, implement, evaluate and share information on injury prevention and control initiatives.</li> <li><b>Policy analysis and development</b> to enable government action to reduce the risk of injury in home, school, work, transport and recreational environments.</li> <li><b>Public information and education</b> to increase awareness that most injuries are predictable and preventable and to enable people to act to reduce their risk of injury at home, school, work, and play, and while travelling between these.</li> </ol>	<b>Seven Strategic Goals</b> <ol style="list-style-type: none"> <li>Increase the <b>awareness and commitment</b> of Albertans to injury prevention.</li> <li>Promote the development and enforcement of <b>healthy public policies</b> aimed at injury prevention.</li> <li>Build and sustain the <b>capacity and capability</b> to deliver effective injury prevention programs.</li> <li>Increase the availability of and access to comprehensive provincial <b>injury surveillance data</b>.</li> <li>Increase <b>research and program evaluation</b> on injury causes, injury programs and practices.</li> <li>Optimize <b>emergency response, acute care and rehabilitation services</b> to those who are affected by injury.</li> <li>Strengthen <b>partnerships</b> among injury control stakeholders.</li> </ol>	<ol style="list-style-type: none"> <li>Society drowning and injury prevention research drive program development and public education campaigns.</li> <li>When Albertans and Northerners take Society programs:                             <ul style="list-style-type: none"> <li>People learn to make safe choices and take action to reduce their risk of injury.</li> <li>People learn "first responder" skills needed to react effectively during an emergency.</li> </ul> </li> <li>The Society advocates for public policies directed at injury and drowning prevention.</li> <li>The Society sets the standard for supervision and safety management for aquatic recreation facilities and natural bodies of water.</li> <li>Research is conducted on risk and preventative factors, cause of injury, and evidence based injury control practices.</li> <li>Evaluation is an integral component of all Society injury control programs and services.</li> </ol>
RECOMMENDATIONS	SMARTRISK and its consultation partners, including the Insurance Bureau of Canada, recommend that the federal government aim to ensure that Canada has the lowest injury rates of any country in the world. To accomplish this, the government needs to develop a pan-Canadian injury prevention strategy built on the six strategic pillars.	<b>Recommended Next Steps</b> <ol style="list-style-type: none"> <li>Enhance provincial coordination and collaboration.</li> <li>Develop and sell the business case.</li> <li>Develop an implementation plan.</li> <li>Facilitate stakeholder development of injury control plans.</li> <li>Monitor implementation and report progress.</li> </ol>	<b>The Lifesaving Society, as Canada's lifeguarding experts, recommend that to reduce water-related injury and drowning:</b> <ol style="list-style-type: none"> <li>Water Smart Communities provide access to lifesaving education and training.</li> <li>All aquatic recreation facilities use National Lifeguard Service (NLS) trained lifeguards.</li> <li>Education curriculum mandates that every student receives Swim to Survive training.</li> </ol>

\*The term 'injury control' includes preventing injuries as well as minimizing the negative consequences of injuries that occur. It includes injury prevention as well as emergency response, acute care treatment and rehabilitation of those affected by injury.