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ALBERTA INJURY CONTROL ALLIANCE

**Background, Overview, and Membership Form**

# ALBERTA INJURY CONTROL ALLIANCE

## Background

### Development of the Alberta Injury Control Strategy (AICS)

This backgrounder provides information on the development of the Alberta Injury Control Strategy and an overview of the Alberta Injury Control Alliance that was established as a result of the Strategy. It invites injury control stakeholders to formally support and endorse the Strategy by becoming a member of the Alliance and joining this coordinated provincial effort to make Alberta the safest place to live. A membership form and brief overview of the Strategy are provided.

As the leading cause of death for Albertans 44 and under, injuries rank among the most serious health challenges that Alberta faces. In fact, Alberta has one of the highest injury rates in Canada. Many stakeholders have been addressing this problem over the years without a coordinated framework to guide effective planning and implementation of injury control initiatives among all stakeholders in the injury control field in Alberta.

Given these concerns, and with direction from the Alberta Centre for Injury Control & Research (ACICR) Advisory Body and Alberta Health and Wellness, in the spring of 2002 ACICR initiated, facilitated and funded the Alberta Injury Control Strategy (AICS) project to develop a provincial strategy for injury control. A consultant was hired to work with a Coordinating Team of ACICR representatives and an AICS Advisory Committee comprised of a number of key players in injury control in Alberta. A broad range of injury control stakeholders from across the province provided input and feedback through regional and provincial consultation sessions and a provincial Summit.

As a result, an Alberta Injury Control Strategy document was completed in the spring of 2003. With the vision of "Making Alberta the Safest Place to Live", the Strategy sets out seven strategic goals with specific objectives and recommended actions. Both the executive summary and complete document are available on the ACICR website, along with more information about ACICR, at [www.med.ualberta.ca/acicr](http://www.med.ualberta.ca/acicr).

The Alberta Injury Control Strategy also outlines five recommendations seen as key to the successful implementation of the Strategy. In order to fully and successfully implement the recommendations, the AICS Advisory Committee and ACICR are seeking broad, high level, cross-ministerial, acceptance, policy participation and implementation support for the Strategy from the Government of Alberta. The AICS Advisory Committee approved the AICS recommendation that ACICR assume the coordination role in moving the Strategy forward, within the limitations of current human and financial resources, while awaiting government acceptance and implementation support for the Strategy. A Steering Committee was set up to guide and oversee the project and ACICR assigned a staff member to coordinate activities.

As a first step, the AICS Advisory Committee recommended seeking broad community, regional and provincial multi-stakeholder participation and support by establishing an Alberta Injury Control Alliance revolving around the Strategy to provide a concrete way for organizations, business and industry, communities, schools, and other stakeholders to 'sign on' and help move the Alberta Injury Control Strategy forward.



# Alberta Injury Control Alliance

## Purpose

- To create awareness of the Alberta Injury Control Strategy (AICS) among stakeholders in Alberta.
- To build support and buy-in for the Alberta Injury Control Strategy and encourage stakeholders to adopt or adapt the Strategy as a framework for their own injury control planning.
- To provide stakeholders with a template to help guide effective planning and implementation of injury control initiatives in Alberta.
- To create a sense of provincial alliance, unity, identity, belonging, credibility, joint purpose and coordinated effort within the injury control field in Alberta.
- To facilitate networking, communication, collaboration and partnerships among Alberta injury control stakeholders who endorse and support the vision, mission, principles, goals, objectives and recommended actions of the Alberta Injury Control Strategy.
- To provide a mechanism for reporting on activities throughout the province that align with the Strategy and for sharing them with other stakeholders.
- To strengthen support and build momentum for a government supported, high level, cross-ministerial approach to injury control under the Alberta Injury Control Strategy.

## Membership

Membership in the Alberta Injury Control Alliance is open to anyone who supports and accepts the Alberta Injury Control Strategy as a provincial framework for guiding the planning and implementation of injury control initiatives in Alberta. Membership criteria is set out and formalized in a membership application form/agreement. Membership is voluntary and there is no membership fee at this time. Members are simply required to complete and submit a membership application form and will be periodically requested to confirm their membership by completing a membership renewal form. Alliance members' names and/or logos are added to one 'master' membership list / agreement which may be used to demonstrate endorsement of and involvement in the Alliance and Strategy. Members may withdraw at any time with written notification.

Two membership categories are available to allow for different types and levels of involvement: **Active Member and Associate Member**. Descriptions and conditions of each category are outlined on the membership form.

## Benefits of Membership

The Alberta Injury Control Alliance provides an opportunity for diverse groups and individuals to band together under a shared vision, mission, principles, goals and objectives for injury control. The Alliance provides a sense of identity, unity, belonging, credibility, common purpose and coordinated effort. It facilitates networking and communication and expands opportunities for partnering and collaboration among members. It allows members to promote their organizations and/or work by providing a venue or forum for sharing information about their injury control efforts. It strengthens advocacy efforts by bringing many voices to a common message. Members receive a membership certificate and information package including examples that demonstrate how organizations can incorporate the Strategy into their own planning documents.

## Coordination, Administrative and Financial Support, and Guidance

The Alberta Injury Control Alliance is hosted and coordinated by the Alberta Centre for Injury Control & Research (ACICR) which provides administrative and communications support for the Alliance. Until such time as designated funding can be secured to move the Strategy forward, ACICR provides in-kind support as well as limited financial support for the Strategy and Alliance as part of its coordination role. In this role, ACICR receives guidance from the AICS Steering Committee and input and recommendations from the AICS Advisory Committee. Terms of Reference for these committees are available on request. Currently, funds are designated from ACICR's core funding as well as Alberta Injury Control Strategy donations and sponsorships.

## Communication

Communication with the membership is coordinated by ACICR and generally conducted through an email group list, the ACICR website, and the Injury Control Alberta newsletter. At this time, it is not intended that the Alliance will meet on a regular basis, however a meeting of the Alliance may be called in conjunction with an appropriate large-scale provincial event of interest to a broad range of members, such as an Injury in Alberta conference.

## How to Get Involved

Presentations can be arranged on request for groups wanting to find out more about the Alberta Injury Control Alliance and Alberta Injury Control Strategy. Consultations can also be arranged in person or by phone. Those wishing to join the Alliance should complete and submit the Membership Application Form / Agreement included here. Financial donations and sponsorships are also welcome. For more information on donations and sponsorships, contact ACICR (see "For more information" on back).

## The Alberta Centre for Injury Control & Research (ACICR)

ACICR is a provincial centre that receives core funding from Alberta Health & Wellness with a mission to contribute to the reduction in the mortality, morbidity and overall burden of injury in Alberta. The Centre is housed with the University of Alberta, Faculty of Medicine and Dentistry, Department of Public Health Sciences in Edmonton with satellite offices in Red Deer and Lethbridge. ACICR is committed to advancing the impact of injury prevention, emergency response, treatment and rehabilitation of injuries in Alberta by promoting stakeholder collaboration, capacity building and evidence-based practice in the field of injury control and research. The ACICR provides leadership, initiative, influence, coordination and support for injury-related policies, programming, education, information services, research and surveillance across the province in order that injury-related stakeholders can fulfill their injury control mandates.

# Membership Agreement

Two membership categories are available in the Alberta Injury Control Alliance to allow for different types and levels of involvement. Please review the details of the categories below and indicate the type of membership you request on the application form.

## ACTIVE MEMBER

An individual, organization, business, group, program or project that publicly endorses, supports and accepts the Alberta Injury Control Strategy and is actively working towards achieving all or some of the goals and objectives of the Strategy as part of their business plan.

### Member Agreement:

- I/We publicly endorse, support and accept the Alberta Injury Control Strategy as a provincial framework for guiding the planning and implementation of injury control initiatives in Alberta.
- I/We authorize the Alberta Injury Control Alliance to add our name to the master membership list / agreement which may be used to demonstrate endorsement of, support for, and involvement in the Strategy and Alliance.
- I/We commit to actively work towards achieving all or some of the goals and objectives of the Alberta Injury Control Strategy and to use the Strategy in our planning by aligning all or part of our own business plan with the Strategy.
- I/We agree to provide annually a brief synopsis of our injury control activities related to the Alberta Injury Control Strategy's goals and objectives.
- I/We understand this membership does not constitute permission to use the Alliance or Strategy logos without first receiving written approval.

In order to avoid duplication in reporting, Active Member organizations are asked to select just one contact person. Others within the organization may wish to join as Individual Associate Members.

## ASSOCIATE MEMBER

A secondary form of membership for an individual, organization, business, group, program or project that publicly endorses and supports the Strategy in principle and simply wishes to receive communications about the Strategy and Alliance. This may include those who wish to find out more about the Alliance before becoming actively involved. It also may include those who are not in a position to be actively involved in Alberta, yet are keenly interested and supportive - such as injury control organizations, centres or coalitions in other provinces or countries.

### Member Agreement:

- I/We publicly endorse and support the Alberta Injury Control Strategy in principle as a provincial framework for guiding the planning and implementation of injury control initiatives in Alberta.
- I/We authorize the Alberta Injury Control Alliance to add our name to the master membership list / agreement which may be used to demonstrate endorsement of and support for the Strategy and Alliance.
- I/We understand this membership does not constitute permission to use the Alliance or Strategy logos without first receiving written approval.

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# Membership Form

## Application for membership in the Alberta Injury Control Alliance



NEW MEMBERSHIP     MEMBERSHIP RENEWAL     CHANGE OF MEMBER INFORMATION OR CATEGORY

Memberships may be taken out under the name of an individual or organization. Please complete one (print):

### ORGANIZATION, BUSINESS, GROUP, PROGRAM OR PROJECT MEMBERSHIP

NAME OF ORGANIZATION

MAILING ADDRESS

CONTACT PERSON

TITLE

WORK PHONE (    )

FAX (    )

E-MAIL

WEBSITE

### INDIVIDUAL MEMBERSHIP

NAME

TITLE

AFFILIATED WITH

MAILING ADDRESS

WORK PHONE (    )

HOME PHONE (    )

E-MAIL

FAX (    )

I/We would like to apply for the following category of membership in the Alberta Injury Control Alliance and agree to the membership conditions as outlined under that category on the previous page:

ACTIVE MEMBER

ASSOCIATE MEMBER

AUTHORIZED SIGNATURE

DATE

Please keep a copy for your records and mail or fax your completed, signed form to:

Jennifer Drozdowski, Senior Associate, Special Projects  
Alberta Centre for Injury Control & Research  
Satellite Office c/o Anderson Hall, University of Lethbridge  
4401 University Drive, Lethbridge, AB T1K 3M4  
Direct Fax: 403-329-2668

A membership package will be sent out to confirm your membership.

### OFFICE USE ONLY

Date received

Added to Master Membership List and Group E-mail List

Membership confirmed and package sent out

# Overview

## of the Alberta Injury Control Strategy (AICS)

### Vision Making Alberta the Safest Place to Live

#### Injury and injury control

While the term **injury** has a technical definition, it may more simply be viewed as a broad term that encompasses numerous situations in which people are hurt or killed. Injuries can be unintentional or intentional. Unintentional injuries result from incidents such as motor vehicle collisions, falls, fire, drowning and poisoning. Intentional injuries result from incidents such as suicide attempts, assault, family violence and homicide.

Injury control is an all-encompassing term that includes injury prevention, and in the event of an injury, emergency response, acute care and rehabilitation. The AICS addresses the full continuum of injury control with a focus on prevention.

#### Major causes of injury in Alberta

The major injury causes leading to death, hospitalizations and/or emergency department visits in Alberta:

- Suicide/self-inflicted injuries
- Motor vehicle-related injuries
- Unintentional poisonings
- Falls
- Other injuries due to being struck by an object/person or cutting and piercing
- Other significant injury causes are homicide, drowning, fire and burns, assault, adverse effects, exertion, and suffocation.
- Injuries involving Aboriginal people are two to four times higher than the general population.
- Farming and workplace injuries are a significant concern.
- Alcohol is a major factor in injuries.

#### Mission

Contribute to a healthy Alberta and healthy Albertans by:

- Engaging Albertans in making the injury issue a priority.
- Reducing the frequency and severity of injuries in Alberta.
- Reducing the impact of and improving the outcomes for those affected by injury.

#### Strategic Goals

1. Increase the awareness and commitment of Albertans to injury prevention.
2. Promote the development and enforcement of healthy public policies and legislation aimed at injury prevention.
3. Build and sustain the capacity and capability to deliver effective injury prevention programs.
4. Increase the availability of and access to comprehensive provincial injury surveillance data.
5. Increase research and program evaluation on injury causes, injury programs and practices.
6. Optimize emergency response, acute care and rehabilitation services to those who are affected by injury.
7. Strengthen partnerships among injury control stakeholders.

#### Stakeholders Involved

- Individual Albertans and their families.
- Injury survivors.
- Communities.
- Community-based and not-for-profit organizations.
- Professional groups.
- Health authorities.
- Education system.
- Business and industry.
- Municipal governments.
- Provincial government.
- Federal government.

#### Values and Underlying Principles

- Injury prevention focus and attitude.
- Holistic focus on people and their environments.
- Shared responsibility.
- Strong stakeholder coordination and collaboration.
- Diverse strategies.
- Competency and organizational capacity.
- Quality programs and services.
- Evidence-based practices.

### For more information:

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