

*'Working together to make Alberta the safest place to live'*

# FAQ

Frequently Asked Questions  
about  
The Alberta Injury Control Strategy &  
The Alberta Injury Control Alliance

## 1. What is 'injury control'?

Injury control is an all-encompassing term that includes injury prevention, and in the event of an injury, emergency response, acute care and rehabilitation.

## 2. What is the Alberta Injury Control Alliance?

Established in late 2004, the Alberta Injury Control Alliance is an alliance of organizations, business and industry, communities, and other stakeholder groups and individuals who have joined together under the shared vision, mission, principles, goals and objectives of the Alberta Injury Control Strategy in order to tackle the injury problem in Alberta in a unified and coordinated way. The Alliance was officially launched with a celebration event on December 1, 2005 which recognized its Founding Members. Lt. Governor Norman Kwong is the Honourary Patron for the Alberta Injury Control Strategy and Alliance.

## 3. What is the Alberta Injury Control Strategy?

The Alberta Injury Control Strategy is a document that was completed in the spring of 2003 as a provincial framework for guiding the planning and implementation of injury control initiatives in Alberta. With the vision of "Making Alberta the Safest Place to Live", the Strategy sets out seven strategic goals with specific objectives and recommended actions. The Strategy addresses the full continuum of injury control with a focus on prevention. Both the executive summary and complete document are available on the website given at the end of this document.

**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:**

**Goal 1:** Increase the awareness and commitment of Albertans to injury prevention.

**Goal 2:** Promote the development and enforcement of healthy public policies and legislation aimed at injury prevention.

**Goal 3:** Build and sustain the capacity and capability to deliver effective injury prevention programs.

**Goal 4:** Increase availability of and access to comprehensive provincial injury surveillance data.

**Goal 5:** Increase research and program evaluation on injury causes, injury programs and practices.

**Goal 6:** Optimize emergency response, acute care and rehabilitation services to those who are affected by injury.

**Goal 7:** Strengthen partnerships among injury control stakeholders.

## 4. How and why was the Alberta Injury Control Strategy developed?

Many stakeholders have been addressing the injury 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. 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 project to develop a provincial strategy for injury control. A consultant was hired to work with a Coordinating Team of ACICR representatives and an Alberta Injury Control Strategy 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.

## **5. What is the 'injury problem' in Alberta?**

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

- 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.

## **6. Who does the Alberta Injury Control Strategy belong to?**

The Strategy does not belong to any one group, organization or sector. Rather, it is intended to belong to all injury control stakeholders in Alberta.

## **7. Who is responsible for ensuring the Alberta Injury Control Strategy is implemented?**

The Strategy cannot successfully be implemented by any one group nor by many groups acting in isolation. Successful implementation of the Strategy requires collaboration of all stakeholders, buy-in and support of all key stakeholder government departments, provincial coordination, and resources. In fact, thirteen of Alberta's government ministries have been identified as having specific roles and responsibilities related to preventing injuries to Albertans. Therefore, in order to fully and successfully implement the Strategy, the Alberta Injury Control Strategy 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.

In the meantime, to ensure the Strategy moves forward, the Advisory Committee acted on the Strategy's recommendation that ACICR assume the coordination role, within the limitations of current human and financial resources, while awaiting government acceptance and implementation support. A Steering Committee was set up to guide and oversee the project and ACICR assigned a staff member to coordinate activities. The Advisory Committee continues to serve in an advisory capacity offering perspectives from a range of constituencies to provide periodic conceptual or big picture input, observations and recommendations to ACICR and the Steering Committee on moving the Alberta Injury Control Strategy forward. Terms of Reference for the Advisory and Steering Committees are available on request as well as a list of organizations represented on those committees.

## **8. Why was the Alberta Injury Control Alliance established?**

The Advisory Committee recommended establishing an alliance to build broad community, regional and provincial multi-stakeholder buy-in, participation and support for the Alberta Injury Control Strategy. An alliance was seen as a good way to achieve the following purposes:

1. To create awareness of the Alberta Injury Control Strategy among stakeholders in Alberta.
2. 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.
3. To provide stakeholders with a template to help guide effective planning and implementation of injury control initiatives in Alberta.
4. To create a sense of provincial alliance, unity, identity, belonging, credibility, joint purpose and coordinated effort within the injury control field in Alberta.
5. 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.
6. To provide a mechanism for reporting on activities throughout the province that align with the Strategy and for sharing them with other stakeholders.
7. To strengthen support and build momentum for a government supported, high level, cross-ministerial approach to injury control under the Alberta Injury Control Strategy.

## **9. Who should become a member of the Alberta Injury Control Alliance?**

Membership in the Alberta Injury Control Alliance is voluntary and open to any group, business, organization, program, or individual 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. This includes, but is not limited to the following stakeholders:

- Individual Albertans and their families
- Injury survivors
- Communities
- Community-based and not-for-profit organizations
- Professional groups
- Health service providers
- Enforcement
- Education system
- Business and industry
- Municipal, provincial and federal governments.

## **10. Why join the Alberta Injury Control Alliance?**

The Alberta Injury Control 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. Being a member of the Alliance ensures that you are officially in the loop for communications about injury control in Alberta. 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. The Alliance provides an opportunity for diverse groups and individuals to band together under a shared vision, mission, principles, goals and objectives for injury control.

## **11. How do you join?**

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. 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 set out and formalized on the membership application form/agreement.

## **12. Is there a fee to join?**

There is no membership fee at this time.

## **13. What members are designated as 'Founding Members'?**

The 159 groups and individuals who applied for membership prior to the official launch on December 1, 2005 were designated as Founding Members.

## **14. What is the difference between Active and Associate membership?**

Active membership is available to an individual, organization, business, group, program or project that publicly endorses, supports and accepts the Alberta Injury Control Strategy and commits to actively work towards achieving all or some of the goals and objectives of the Strategy and to use the Strategy in their planning by aligning all or part of our own business plan with the Strategy. Active members also agree to provide annually a brief synopsis of their injury control activities related to the Alberta Injury Control Strategy's goals and objectives.

Associate membership is 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.

## **15. Should you join as an individual or organization?**

This is completely optional. If an organization joins, they are asked to designate just one contact person on their application form, however any individuals within that organization may also take out individual

memberships. Individual memberships also allow a person to join without necessarily having the support of an organization. In most cases, individuals join as Associate rather than Active members. If an individual joins as a Founding Member, that designation would stay with that individual no matter what organization they belong to.

**16. Will the Alberta Injury Control Alliance members meet?**

At this time, it is not intended that the Alliance will meet on a regular basis, however a meeting of the membership 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.

**17. How are members' names used?**

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.

**18. How is AICA administered?**

The Alberta Injury Control Alliance is hosted and coordinated by the Alberta Centre for Injury Control & Research (ACICR) which provides administrative and communications support. In this role, ACICR receives input and recommendations from the Advisory Committee and guidance from the Steering Committee.

**19. How will communication be handled with members?**

Communication with the membership is coordinated by ACICR and generally conducted through an email group list, a website, and the Injury Control Alberta monthly newsletter.

**20. How are the Alberta Injury Control Strategy and Alliance financed?**

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. Currently, funds are designated from ACICR's core funding as well as Alberta Injury Control Strategy / Alliance donations and sponsorships. Financial donations, sponsorships and in-kind support are welcome.

**21. What is 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, School of Public Health 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.

**22. How can I get more information on the Alberta Injury Control Strategy or Alliance?**

Consultations can be arranged in person or by phone. Presentations can also be arranged on request for groups wanting to find out more about the Alberta Injury Control Alliance and Alberta Injury Control Strategy. A membership application brochure is available in paper or electronic versions.

**Website:** [www.albertainjurycontrol.com](http://www.albertainjurycontrol.com)

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