

Overview and Comparison

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

The Alberta Injury Control Strategy*(2003)

Alberta Centre for Injury Control & Research Three Year Business Plan (2007 - 2010)

VISION

Canada has the lowest injury rates of any country in the world.

Making Alberta the Safest Place to Live.

An injury free Alberta in which to work, play and live.

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:

- 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.

To reduce the societal and economic burden of injuries in Alberta by promoting stakeholder collaboration, capacity building and evidence-based practice in the field of injury control and research.

GUIDING PRINCIPLES

- Evidence-based practice
- Partnership and shared responsibility
- Vertical and horizontal integration of efforts
- Public accountability and reporting / transparency
- Population Health approach
- Respect for cultural diversity

- 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

- Health promotion and the five associated action strategies identified in the Ottawa Charter (1986).
- A population health perspective where strategies will enhance the health and well-being of the overall population.
- Collaborating with multi-sectoral partners and stakeholders to build community capacity and develop sustainable injury-related resources.
- An evidence-based approach and using knowledge translation to enhance the practice of injury control.

STRATEGIC DIRECTION

Six Strategic Pillars

1. **National leadership and coordination** to align partners and optimize effectiveness.
2. **An effective surveillance system** with relevant products, disseminated in a timely manner to those who need them.
3. **Research** to inform injury prevention priorities and targets and to build our knowledge of what works.
4. **Community supports and resources** to enable communities to design, implement, evaluate and share information on injury prevention and control initiatives.
5. **Policy analysis and development** to enable government action to reduce the risk of injury in home, school, work, transport and recreational environments.
6. **Public information and education** 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.

Seven Strategic Goals

1. Increase the **awareness and commitment** of Albertans to injury prevention.
2. Promote the development and enforcement of **healthy public policies** 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.

Five Goals

1. Increase the availability and distribution of current **high quality data** on injury.
2. Increase the **capacity** of injury prevention practitioners to put knowledge into action (practice and policy) to address the injury issues in their communities.
3. Identify, examine and strategically **respond to injury issues** at all levels.
4. Increase **access to promising and best practices** through evaluation, research and knowledge translation activities.
5. Increase the **profile of the injury issue, causes and solutions** through focused advocacy efforts.

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.

Recommended Next Steps

1. Enhance provincial coordination and collaboration.
2. Develop and sell the business case.
3. Develop an implementation plan.
4. Facilitate stakeholder development of injury control plans.
5. Monitor implementation and report progress.

* 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.