

# OVERVIEW AND COMPARISON

	Red Deer County Injury Control Strategy (2007)	The Alberta Injury Control Strategy* (2003)
<b>Vision</b>	To have Red Deer County continue to be a Safe Place to Live, Work, and Grow.	Making Alberta the Safest Place to Live
<b>Mission</b>	<p>Make Red Deer County safe for residents to live work and grow within the area by:</p> <ul style="list-style-type: none"> <li>•Providing tools for residents to create, foster and maintain safe practices in their life and leisure time.</li> <li>•Focusing on Red Deer County residents and their safety in all aspects of their lives</li> </ul> <p>•Maintaining public accountability, responsibility and transparency in dealing with safety practices and efforts within the county.</p> <p>•Creating new networking ties along with maintaining other strong relationships with like-minded organizations.</p> <p>•Employing various approaches to have safety education retained by those who attend.</p>	<p>Contribute to a healthy Alberta and healthy Albertans by:</p> <ul style="list-style-type: none"> <li>⊗Engaging Albertans tin 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>Guiding Principles</b>	<ul style="list-style-type: none"> <li>•Transparency in Red Deer County safety practices and programs</li> <li>•Public reporting and mitigation of risk factors that may be present</li> <li>•Stakeholder collaboration and coordination</li> <li>•Competency and Organizational capacity</li> <li>•Commitment to resident safety through institution of programs/policies</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>⊗Quality programs and services</li> <li>⊗Evidence-based practices</li> </ul>

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<b>Strategic Direction</b>	<p><b>Six Strategic Pillars:</b></p> <ol style="list-style-type: none"> <li>1. Provide residents with safety literature, seminars and other <b>resources</b> to further <b>enhance and maintain a safe environment</b>.</li> <li>2. Continue to <b>devote community supports and resources</b> to county residents with respect to safety.</li> <li>3. Maintain <b>regular collaboration</b> with community stakeholders to enhance safety-planning practices.</li> <li>4. <b>Optimize</b> delivery of <b>emergency response</b> to those affected by injury in the County.</li> <li>5. Prepare a <b>Business Continuity Planning Strategy</b> to ensure a continuance of safety <b>services</b> within the County in the event of a disaster.</li> <li>6. Strengthen <b>relationships</b> with other injury control stakeholders.</li> </ol>	<p><b>Seven Strategic Goals</b></p> <ol style="list-style-type: none"> <li>1. Increase the <b>awareness and commitment</b> of Albertans to injury prevention.</li> <li>2. Promote the development and enforcement of <b>healthy public policies</b> aimed at injury prevention.</li> <li>3. Build and sustain the <b>capacity and capability</b> to deliver effective injury prevention programs.</li> <li>4. Increase the availability of and access to comprehensive provincial <b>injury surveillance data</b>.</li> <li>5. Increase <b>research and program evaluation</b> on injury causes, injury programs and practices.</li> <li>6. Optimize <b>emergency response, acute care, and rehabilitation services</b> to those who are affected by injury.</li> <li>7. Strengthen <b>partnerships</b> among injury control stakeholders.</li> </ol>
<b>Recommendations</b>	<p>Recommendations include employing the stated six strategies in a timely and consorted manner.</p> <p>This could result in enhanced collaboration and coordination with other injury control stakeholders and neighboring municipalities to provide increased access to safety materials, education and information for residents. Furthermore, adherence to the above strategies would more completely develop relationships with current partners with respect to injury control and safety.</p> <p>One of the main initiatives being undertaken is the development of a business continuity planning strategy to make sure residents can receive emergency response and safety services in times of disaster.</p> <p>With said conditions followed, Red Deer County will have a firm strategy for providing residents with safety resources and be better prepared to control injury within the Municipality</p>	<p>Enhance provincial coordination and collaboration.</p> <p>Develop and sell the business case.</p> <p>Develop an implementation plan.</p> <p>Facilitate stakeholder development of injury control plans.</p> <p>Monitor implementation and report progress.</p>

\*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.