



Safe Saskatchewan

Strategic Plan

2016 - 2020



Background

The province's injury hospitalization rate is twice the national average, its death rate is 1.4 times higher and its workplace injury rate is one of the highest in Canada. The number of unintentional injuries that occur in Saskatchewan represents approximately seven per cent of all injuries that occur in Canada, yet its population represents only three per cent. The human cost of pain and suffering is immeasurable. The economic cost to Saskatchewan is estimated at \$1 billion annually.

Vision

An injury-free Saskatchewan where safe lifestyles influence how we live, work and play.

Mission

Working together to eliminate unintentional injuries in Saskatchewan.

Statement of Beliefs

- All injuries are predictable and preventable
- Informed people are more likely to lead healthy and safe lifestyles
- Some populations are more at risk than others
- Injury prevention is everyone's responsibility
- Personal health and safety is a right
- Health and safety is a personal responsibility requiring individual commitment
- Demonstrated leadership commitment is integral to transforming culture

Strategic Priorities

- 1. Influence Cultural Transformation:** Facilitate and coordinate strategies and activities aimed at transforming the Saskatchewan culture and positioning injury prevention as a core value.
- 2. Business Development and Stewardship:** Secure Safe Saskatchewan's future through stewardship of our strategic partners, and by developing new strategic, project, sponsorship, and investment partners to increase our financial resources in support of the growth of Mission: Zero in Saskatchewan, and to sustain it into the future.



Strategic Priority 1:

Influence Cultural Transformation

Goal Statement:

Facilitate and coordinate strategies and activities aimed at transforming Saskatchewan culture and positioning injury prevention as a core value.

Strategic Imperative 1.1

Facilitate and assist in coordinating the implementation of the Community Safety Education Strategy (CSES) targeted at educating children and youth, and designed to influence a transformation of our provincial culture towards positioning injury prevention as a core value.

Objective:

1. With the support of key stakeholders, including but not limited to the Saskatchewan Ministry of Education, the Saskatchewan School Boards Association, the Saskatchewan Safety Council, and WorkSafe Saskatchewan, implement the CSES in school divisions in Saskatchewan starting January 1, 2016.

Strategic Imperative 1.2

Position the Saskatchewan Health & Safety Leadership Charter as a program that supports government, community, union, and industry leaders in placing safety as a core value in their own organizations, by expanding the number and diversity of Charter signatories, communicating its outcomes, facilitating dialogue and developing accountability mechanisms among signatories through the establishment of a Health and Safety Leadership Learning Community.

Objectives:

1. Guided by the recommendations coming from the Centre for Management Development (CMD), University of Regina, Saskatchewan Health and Safety Leadership Charter, Accountability Project report, work with key industry partners including provincial safety associations, trade associations, regional chambers of commerce and others as determined, to implement these recommendations and to support the growth of the health and safety leadership learning community with each of their respective, Charter and non-Charter signatory members.
2. Promote the adoption and use of the Off-the-Job Injury Prevention Strategy with Charter signatory organizations. If and whenever possible, resources and support should be directed towards the injury prevention education of children and youth in the community, as identified in the Community Safety Education Strategy.
3. Annually increase the number of new Charter signatory organizations by a minimum of 10 per cent over the immediately preceding year's cumulative total number of signatories.

Strategic Imperative 1.3

Create and deliver a broad, social-marketing and engagement strategy targeted at increasing awareness of our provincial unintentional injury epidemic and communicating the importance of positioning injury prevention as a core value, and the benefits that will result, with every individual in every Saskatchewan workplace, community, home, farm, road and playground.

Objectives:

1. Begin the implementation of the five-year, Mission: Zero Growth Plan in January, 2015, and annually measure changes in attitudes and behaviour through computer assisted telephone interviewing (CATI) surveys. The first such survey will be undertaken in 2016, and every year thereafter.
2. Present the Business Case for Injury Prevention and/or the Mission: Zero Community presentation, as opportunities arise.

Strategic Priority 2: Business Development and Stewardship

Goal Statement:

Secure Safe Saskatchewan's future through stewardship of our strategic partners, and by developing new strategic, project, sponsorship, and investment partners to increase our financial resources in support of the growth of Mission: Zero in Saskatchewan, and to sustain it into the future.

Strategic Imperative 2.1

Ensure the longevity of our organization through responsible fiscal management of our annual operations budget, and increase the number and diversity of strategic partnerships, sponsorships, project partnerships, sponsorships, and other funding-related partnerships.

Objective:

1. Demonstrate responsible fiscal management by:
 - a) Securing an annual increase to revenue which is the greater of a minimum of 15 per cent of the immediately preceding year's revenue, or the amount required to bring that year's operations budget into balance, in each year 2016 through 2020;
 - b) Securing the revenue required to fund special annual or multi-year projects as they occur; and
 - c) Operating within the approved annual budget as related to expenses.
2. Annually increase the amount of Mission:Zero Investments by a minimum of 10 per cent over the immediately preceding year's total.