



## STRATEGIC FRAMEWORK

### Community Safety Education Strategy



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# Table of Contents

|  |    |
|--|----|
| Executive Summary .....                                    | 3  |
| What Gets Measured Gets Done.....                          | 4  |
| Background on Safe Saskatchewan .....                      | 4  |
| The Impact of Unintentional Injuries in Saskatchewan ..... | 5  |
| Collaboration and Grassroots Development .....             | 6  |
| A Provincial Strategy .....                                | 7  |
| CSES Planning Framework .....                              | 9  |
| CSES School Division Implementation Process Map .....      | 10 |
| Acknowledgments .....                                      | 11 |

## Executive Summary

### The Issue

Most people believe that Saskatchewan is a safe place to live but according to [Parachute Canada’s “Cost of Injury in Canada” \(2015\) report](#), Saskatchewan has among the highest unintentional injury rates in Canada. In our province, 289 people visit emergency rooms from an unintentional injury every single day – on their way to work, at work, on their way home, in the park, on the street, in and around their homes, and on our farms and ranches. Every day in Saskatchewan, 26 people are hospitalized, 6 suffer a permanent disability, and one or two people die from an unintentional injury. Preventable, unintentional injuries in Saskatchewan create an annual drain of \$1 billion on the provincial economy. The human cost of pain and suffering is immeasurable.

### A Solution

Children and youth have a profound effect on behavioral change in society. Not only can positive habits be instilled, but young people can lead the cultural shift, and influence adults to be positive injury prevention role models. A solution lies in teaching future generations, injury prevention values at an early age. Previous research has found that educating children about the importance of recycling and the environment can result in children educating their parents and promoting positive social change (Evans, Gill, & Marchant, 1996; Gentina & Muratore, 2012). Using children and youth as educators for promoting social change has also been effective in other areas (Ho, Clarke, & Dougherty, 2015), consequently children and youth may also promote injury prevention among their family and community.

A universal shift in cultural norms and positioning injury prevention as a core value will reverse the trend that is impacting our province. We need to change the way we think and change the way we behave. Empowering the children and youth of Saskatchewan to lead this transformation process will influence our provincial, cultural norms, and enable an injury-free lifestyle.

### The Response

The Community Safety Education Strategy (CSES) is a comprehensive, provincial framework that sets out a path for providing injury prevention education, resources, and supports for Saskatchewan children and youth in the K-12 education system. The CSES is aimed at school divisions and their employees, with a focus on students in all grade levels, and recognizes the importance of community support, participation, and engagement. The Strategy has four key components: 1) High Quality Teaching and Learning; 2) Healthy Physical Environment; 3) Supportive Social Environment; and 4) Community Engagement and Partnerships. These components and their outcomes support the CSES mission *to empower Saskatchewan youth to live injury-free, towards fulfilling its vision of an injury-free Saskatchewan where safe lifestyles influence how we live, learn, work, and play.*

The intent of the CSES is to reduce unintentional injuries in Saskatchewan by first engaging school division employees, parents and other community members, and then providing the tools and resources to empower the youth to live injury free, thereby supporting wider cultural change in injury prevention-related beliefs and attitudes.

## What Gets Measured Gets Done

The CSES has been developed based on what is known today. This is an evolving document. New evidence, new research, and regional success stories and programs will all contribute to making this framework a pragmatic and actionable strategy with sustained, demonstrable results. Outcomes and indicators will also evolve, but it is important at this early stage to discuss what outcomes and indicators best illustrate the impact of this CSES. For that purpose, the following have been included:

### Expected Outcomes

- Increase in awareness and ownership of injury prevention with students, school division employees, home, and community, all of whom are key influencers in the cultural transformation process.
- Reduction in the number of unintentional injuries on Saskatchewan school properties.
- Increase in the quality of life for Saskatchewan residents.
- Reduction preventable injury and death in Saskatchewan.
- Reduction in provincial health care system, emergency department and acute care bed utilization.

## Background on Safe Saskatchewan

[Safe Saskatchewan](#) is a provincial private, public, not-for-profit, and cooperative sector [coalition](#) with the objective of achieving a continuous reduction in the number of unintentional injuries in Saskatchewan.

Safe Saskatchewan's key responsibilities are to raise awareness of the provincial unintentional injury epidemic, to support existing community-based injury prevention coalitions, and to coordinate provincial injury prevention resources in the spirit of collaboration.

Safe Saskatchewan's vision is of *an injury-free Saskatchewan where safe lifestyles influence how we live, work and play*. The organization's mission is *working together to eliminate unintentional injuries in Saskatchewan*.

To achieve Safe Saskatchewan's Vision and Mission, the organization focuses on [two key 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.

Safe Saskatchewan's vision is one where injury prevention drives . . .

- an ongoing decrease in wait times for emergency room, diagnosis, treatment, and surgery,
- a reduction in the shortage of health care professionals,
- the attraction for health-care providers from outside of the province to work in an unburdened health care system,
- annual savings of millions of dollars in health and social costs,
- an improvement in the lives of the people of Saskatchewan,
- an enhancement in the economic environment for business, and
- timely health care for patients facing the challenges presented by diseases and illnesses.

Safe Saskatchewan's vision is promoted through its brand of *Mission: Zero*. The *Mission: Zero* movement now fully supports a holistic view of injury prevention whereby we begin to transform our cultural norms so that unintentional injuries are no longer acceptable and people strive to live injury-free, supported by the belief that the only acceptable number of injuries in our province is ZERO.

Safe Saskatchewan's Statement of Beliefs describes what it holds to be true about preventing unintentional injuries in Saskatchewan:

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

## The Impact of Unintentional Injuries in Saskatchewan

According to [Parachute Canada's, "The Cost of Injury in Canada \(2015\)"](#) report, in Saskatchewan unintentional injuries account for:

- 105,584 emergency room visits per year or 289 per day;
- 9,322 hospitalizations annually or 26 per day;
- 2,142 permanent disabilities every year or 6 per day;
- 525 deaths annually or between one and two per day; and
- The vast majority of injuries occur outside of Saskatchewan workplaces, to working class people after work, to seniors, and to Saskatchewan children and youth.

The ["Cost of Injury in Canada \(2015\)"](#) report cites the annual cost of preventable unintentional injuries in the province at \$918 Million. When that amount is indexed to today's dollar value, and when workers' compensation, auto, and other private disability insurer costs (which aren't included in the report are added) a conservative estimate of the annual cost to Saskatchewan's economy is \$1 Billion. This is the equivalent of \$1000 in an annual economic burden for every man, woman, and child in Saskatchewan, from preventable injuries. And these financial costs pale in comparison to the human costs of pain and suffering born by families and communities throughout our province.

According to the [Saskatchewan Prevention Institute](#), between 2004 and 2013, there were on average 68 injury-related deaths of Saskatchewan children and youth under the age of 20 each year. For every Saskatchewan child who died due to injury, approximately 24 children were hospitalized.

In Canada, unintentional injury remains the leading cause of death for children ages 1 to 14. In fact, injuries account for more deaths in children and youth than all other causes of death combined. ([“Reaching for the Top, 2007. A Report by the advisor on healthy children and youth.”](#) Dr. K. Kellie Leitch).

This unintentional injury epidemic may be silent, but it is present in our community at all levels. A provincial strategic framework, that provides injury prevention education and supports for our children and youth to influence a transformation in our provincial culture, is needed.

The school can be a key place where young people learn about injury prevention. Providing opportunities and supports for students to develop life skills, learn about managing risk and influencing community norms, is foundational to the learning process. Developing a cultural norm with injury prevention as the lead, however, takes a collaborative effort among students, parents, staff, community members, government, and industry. This strategy recognizes that supportive social environments and healthy physical environments extend beyond school boundaries.

## Collaboration and Grassroots Development

In April of 2009, Safe Saskatchewan met with the Saskatchewan Ministry of Education’s Curriculum and E-Learning Branch to explore the potential of uniting injury prevention experts in the community with learning resources and supports in Saskatchewan schools. These discussions expanded to include WorkSafe Saskatchewan and, together, this group outlined what it would take to develop a pragmatic community safety education strategy.

This group recognized that most people find it difficult to behave differently than their friends. Simply telling people what to do or not to do (i.e., exercise more, wear a seat belt, and wear a bike helmet) has not resulted in enough change in behaviours to keep them healthy. It is also recognized that the normalization of healthy and supportive environments encourages healthier and safer choices. Therefore, this safety education strategy required a framework structure that considered environments and influences inside and outside of the school setting. The group decided to adapt the Government-supported Comprehensive School Community Health (CSCH) Approach. The concept of CSCH is an internationally-recognized approach to address the health and well-being of children and youth in a holistic manner. CSCH is a multi-faceted approach to health promotion involving students, teachers, families, health professionals and community.

Since the CSCH framework is based on community support and engagement, Safe Saskatchewan sought out leaders and representatives from a variety of areas and expertise throughout the province to take part in developing the CSCH. Interest and support from numerous Saskatchewan organizations coalesced, and by May of 2010, Safe Saskatchewan had gathered together over 40 partners and stakeholders, from 35 organizations, for the first provincial strategic planning workshop. As co-host of the work-

shop, the Ministry of Education, Curriculum and E-Learning Branch, took the lead in conceptualizing the CSCH model. Together this group identified the issue of unintentional injuries in Saskatchewan, outlined expectations of a provincial strategy, and then drafted the first key elements of a strategic framework: Vision and Mission statements.

By September of 2010, a second workshop planning session gathered representatives who drafted goals to be developed. Soon after the September workshop, a Steering Committee was established, made up of representatives from over 30 organizational partners, including but not limited to Saskatchewan Ministry of Education, Saskatchewan Ministry of Health, WorkSafe Saskatchewan, Saskatchewan School Boards Association, First Nations and Inuit Health division of Health Canada, Northern Inter-Tribal Health Authority, Canadian Centre for Health & Safety in Agriculture, Saskatchewan Prevention Institute, Saskatchewan School Community Councils, the University of Regina, Saskatchewan Government Insurance, industry, and school divisions, all of whom have contributed their time and passion for injury prevention to develop this comprehensive framework.

## A Provincial Strategy

### **Purpose**

The purpose of this strategy is to develop a provincial framework that will align new and existing injury prevention resources for Saskatchewan school divisions, under a common pathway. The strategy is intended to act as a catalyst for transforming our provincial culture to the point where injury prevention is a core value.

The CSES will evolve, as activities, research, evidence, and best practices are shared. The audience for the CSES, however, will remain constant: Saskatchewan children, youth, parents, teachers, school administrators, school community councils, community leaders, community groups, government, and industry.

### **Applicability**

This CSES involves education, industry, and community partners coming together to share responsibility for the integration of injury prevention knowledge and practices into Saskatchewan schools and communities.

The CSES supports and enables Safe Saskatchewan's Strategic Priority #1: *Influence Cultural Transformation* and is indicated as Key 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.*

## **Guiding Principles**

### **Evidence-Based Best Practice**

This CSES will seek out and incorporate proven evidence-based best practice strategies, resources, and supports to achieve its objectives.

### **Sustainability**

This CSES will develop its strategies and use its resources in a responsible manner to address its objectives now and in the future. A long-term focus and perspective will always be relevant to this strategy's ultimate direction.

### **Collaboration, Partnerships, and Inclusivity**

This CSES will value and seek out diverse Saskatchewan perspectives and insights regarding the development and implementation of this Strategic Framework. Everyone will be treated fairly and without prejudice or bias.

### **Dedicated and Sustained Coordination**

Dedicated provincial coordination, sustained over time, will ensure the successful implementation of the CSES in Saskatchewan school divisions.

### **Well-Being of All Children and Youth**

This CSES will conduct its business in a manner that values the health and well-being of all children and youth.

### **Holistic Injury Prevention Concepts**

The CSES will incorporate broad injury prevention concepts, such as risk assessment and hazard identification. These concepts will support all types of injury prevention for all age groups, rather than target specific injury types.





# CSES Planning Framework

## Vision

Our vision is an injury-free Saskatchewan where safe lifestyles influence how we live, learn, work, and play.

## Mission

Our mission is to empower Saskatchewan youth to live injury-free.

## Guiding Principles

- Evidence-Based Best Practice
- Sustainability
- Collaboration, Partnerships, and Inclusivity
- Dedicated and Sustained Coordination
- Well-Being of All Children and Youth
- Holistic Injury Prevention Concepts

## Key Component Outcomes

| High Quality Teaching and Learning   | Healthy Physical Environment   | Supportive Social Environment   | Community Engagement and Partnerships   |
|--|--|---|---|
| <ol style="list-style-type: none"> <li>1. The provincial curricula incorporates injury prevention outcomes and indicators.</li> <li>2. Injury prevention resources are supported by experts, including industry, and are aligned with best practice standards in health and safety.</li> </ol> | <ol style="list-style-type: none"> <li>1. Safety Management Systems* are in place in all school divisions.</li> <li>2. Injury prevention policies are developed, communicated and implemented at the provincial and school division level.</li> </ol> <p>*A Safety Management System is the collection of all data systems, documents, forms, policies, procedures, practices, training and communication required to effectively manage health and safety in a workplace.</p> | <ol style="list-style-type: none"> <li>1. Safe and healthy relationships are evident among students, employees, home, and the school community.</li> <li>2. School division employees, home, and the community, support students towards developing ownership and leadership in preventing injuries.</li> </ol> | <ol style="list-style-type: none"> <li>1. Industry, community partners, school community councils and schools, work together to share common injury prevention policies, promote healthy and safe lifestyles, and reduce the unintentional injury rate.</li> <li>2. Industry, community partners, school community councils, and schools, work collaboratively to support injury prevention learning outcomes.</li> </ol> |

# CSES School Division Implementation Process Map

## **Step One: Establish a Safety Management System**

Critical to the success of the Community Safety Education Strategy is the development of a Safety Management System. A Safety Management System (SMS) is the collection of all data systems, documents, forms policies, procedures, practices, training and communication required to effectively manage health and safety in the workplace.

Once an SMS is actualized, the following steps can be implemented to engage key stakeholders, employees, students, parents and community:

## **Step Two: Establish Metrics and Collect Baseline Data**

- Review school division's *workers' compensation*, workplace injury reports.
- Employees complete *Safety Climate Benchmark Survey*.
- Review school division's Saskatchewan School Board Association's student injury data.
- Students complete *Student Safety Climate Survey*.

## **Step Three: Develop Injury Prevention Action Plan**

- Engage stakeholders: employees, students, and School Community Councils to create action plans that respond to school division data.

## **Step Four: Inform and Engage Stakeholders**

- Present *Injury Prevention Action Plan* to Board of Trustees and Senior Administration.
- Communicate and engage: employees, students, and School Community Councils.

## **Step Five: Accountability**

- Annually review data and update *Injury Prevention Action Plan*.
- Annual report to school board trustees.
- Regular reporting to employees, students and community.
- Periodic reporting to Safe Saskatchewan Board or designate.

## Acknowledgments

The germination of an idea is as important as its growth. Representatives from many organizations contributed to the growth of the strategy and are acknowledged for their input and support of the 2010 strategic planning workshops:

Canadian Centre for Health and Safety in Agriculture  
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Regina Public Schools  
Safety Association of Saskatchewan Manufacturers  
Saskatchewan Abilities Council  
Saskatchewan Association of School Councils  
Saskatchewan Construction Safety Association  
Saskatchewan Federation of Labour  
Saskatchewan Government Insurance  
Saskatchewan Ministry of Education  
Saskatchewan Ministry of Health  
Saskatchewan Ministry of Labour Relations and Workplace Safety  
Saskatchewan Petroleum Industry Safety Association - ENFORM  
Saskatchewan Prevention Institute  
Saskatchewan Safety Council  
Saskatchewan School Boards Association  
Saskatchewan Workers' Compensation Board  
Service and Hospitality Safety Association  
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Southeast Regional College  
St. John Ambulance  
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In support of this strategic framework, the following people have contributed their knowledge and expertise as members of the Community Safety Education Strategy (CSES) Steering Committee:

|                       |  |
|-----------------------|--|
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## Safe Saskatchewan Strategic Partners



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

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