



# Safe Saskatchewan

# Strategic Plan

2018 - 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.

#### Objectives:

1. Complete the implementation of the CSES pilot in Prairie South School Division (PSSD) by June 30, 2019.
2. Using the experience gained in PSSD, develop a “proof of concept”, transferable CSES implementation framework for other school divisions to follow, starting September, 2019.
3. Secure the following partners and begin the process of implementing the CSES in Saskatchewan school divisions together, starting September, 2019:
  - a. A partner to assist in marketing the implementation of the CSES to other school divisions in the province and further, to work with Safe Saskatchewan to support, coordinate and sustain the implementation of the CSES in that school division(s), once it has decided to adopt and implement the CSES.
  - b. A partner to take the lead in supporting and enabling the outcomes of the high quality teaching and learning component of the CSES.
  - c. A partner to take the lead in supporting and enabling the outcomes of the healthy physical environment component of the CSES.
  - d. A partner to take the lead in supporting and enabling the outcomes of the supportive social environment component of the CSES.
  - e. A partner to take the lead in supporting and enabling the outcomes of the community engagement and partnerships component of the CSES.

### 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. Work in partnership with provincial safety associations, trade associations, regional chambers of commerce and others as determined, to support the growth of a leadership learning community, by co-hosting a minimum of 10 regional meetings a year, where area Charter signatories can engage in a health and safety leadership discussion.
2. Promote the adoption and use of the Off-the-Job Injury Prevention Strategy by the leadership of at least two additional Charter signatory organizations per year.
3. Increase the number of new Charter signatory organizations year-over-year, by expanding the number and diversity of partnerships with safety associations, trade associations, regional chambers of commerce, and other organizations as determined, marketing the Charter to their members, and securing commitments from their members to sign the Charter at the annual Charter event.

## 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.

#### Objectives:

1. Demonstrate responsible fiscal management by:
  - 1) Maintaining a balanced budget from year to year and
  - 2) Securing the revenue required to fund special annual or multi-year projects as they occur.
2. Maintain an annual minimum of \$45,000 in Mission: Zero Investments

Eighth Annual Saskatchewan Health & Safety Leadership Charter Event, June 8, 2017, Prairieland Park, Saskatoon

