



MEDIA RELEASE

Safe Saskatchewan on the right track

Regina, Monday, July 7, 2008: Safe Saskatchewan's mission of working together to eliminate unintentional injuries in Saskatchewan has been reinforced with the release of the "Saskatchewan Comprehensive Injury Surveillance Report, 1995-2005". Released in July of 2008 by the Saskatchewan Ministry of Health, this report focused on facilitating the development of evidence-based injury prevention policies and programs.

"Safe Saskatchewan's social marketing strategy has been developing and coordinating prevention activities in the areas of general awareness, agricultural injuries as well as seniors' falls injuries," comments Gord Moker, CEO of Safe Saskatchewan. "With the help of one founding partner, we've also supported developments that demonstrate a strong business case for investing in injury prevention."

This newly released report validates 2001 injury statistics released in a report titled "The Economic Burden of Unintentional in Saskatchewan" which was published by SMARTRISK. Now with the release of injury statistics as current as 2005, "this report provides additional background that demonstrates how applicable Safe Saskatchewan's collaborative initiatives are to our province's well being," continues Moker.

One example of this is the development of a Seniors' Falls Steering Committee. The purpose of the committee is to guide the development and implementation of a provincial seniors' falls injury prevention strategy. Representatives from each health region and allied health care workers thus contributed to the creation of a seniors' falls injury prevention framework. "What's interesting is the newly released report indicates falls as the top cause of all hospitalized injuries," explains Moker. The report also indicates that 55 per cent of those fall hospitalizations occur in the 65 plus age group. "Safe Saskatchewan is on the right track by facilitating a provincial collaboration that targets seniors' falls."

The report concludes that injuries affect communities, and not just the injured individual. "What needs to change is our belief that injuries are 'accidents' or acts of fate. We need to embrace the belief that injuries are predictable and preventable and that every one of us can play a part in injury prevention for the betterment of our families, our communities and our entire province," concludes Moker.

About Safe Saskatchewan

Safe Saskatchewan is a consortium of public and private sector founders. The not-for-profit organization aims to raise awareness of the impact of unintentional injuries in Saskatchewan, coordinate provincial injury prevention initiatives, and support all organizations and programs undertaking injury prevention in the province.

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