



## **MEDIA RELEASE**

### **Research Proves Saskatchewan Citizens Becoming More Injury-Aware**

**Regina, March 25, 2009:** Recent research commissioned by Safe Saskatchewan demonstrates that Saskatchewan citizens are becoming more aware of the impact injuries have in our day-to-day lives and to the province.

Some key results and observations from the public opinion research include:

- the portion of respondents who believe that more than 75 per cent of injuries were preventable had increased significantly. In 2009 the percentage increased to 38.0 per cent from 30.4 per cent in 2007; and
- in 2009, 66.3 per cent of respondents reported that their family had discussed the topic of how to prevent injuries in and around the home. This also demonstrates a strong increase from the 2007 response of 62.5 per cent.

These public opinion results were supported by the results and observations received through a series of focus groups. Participants in Regina and Saskatoon:

- demonstrated an increase in their awareness of the impact of injuries in their lives and on the province; and
- they also demonstrated behavioural changes.

“What’s interesting is that almost unanimously, participants recognized that they are responsible for their own safety and their own health,” says Gord Moker, CEO for Safe Saskatchewan. “While the injury rates are still mistakenly considered to have one of the lowest economic impacts, there appeared to be a trend that more and more people had discussed the topic of injury prevention with their family.”

The economic impact of unintentional injuries in Saskatchewan has been forecasted at \$1 billion a year.

The CATI survey was conducted in January 2009 by Gryphon Reputation Management with 800 residents aged 18 or older and has a margin of error of +/- 3.5% at a 95 per cent confidence interval. Gryphon Reputation Management gathered the opinions of another 39 participants from four focus groups throughout the province.

#### **About Safe Saskatchewan**

Safe Saskatchewan is a provincial consortium of public, private, cooperative and non-profit sector founding partner organizations. 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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