



SAFE SASKATCHEWAN AND SASKATCHEWAN EMERGENCY MEDICAL SERVICES PARTNER TO REACH KIDS WITH INJURY PREVENTION MESSAGE

Prince Albert, Thursday, Oct 20, 2011: Safe Saskatchewan and the Saskatchewan Emergency Medical Services Association (SEMSA) have partnered in the development and execution of an injury prevention activity that will engage Saskatchewan children, youth and families. The Safe Saskatchewan-SEMSA Rebecca Trail is an interactive scavenger hunt-style game that leads participants through a series of safety stations, creating educational opportunities for families to talk about safety and injury prevention with paramedics.

“Most residents of our province think that Saskatchewan’s workplace is where most unintentional injuries occur. But away from work, people are two times more likely to have an injury, four times more likely to suffer a permanent disability and five times more likely to die from a preventable injury,” says Gord Moker, CEO of Safe Saskatchewan. “Our partnership with SEMSA is one way we can increase awareness about our unintentional injury epidemic and lead injury prevention discussions with trusted health care professionals.”

The Rebecca Trail was featured today at Riverside School in Prince Albert where 20 grade five students tested their safety smarts with paramedics from Parkland Ambulance Care Ltd. The Rebecca Trail will also be featured at the Prince Albert Family Safety Expo event this Saturday, October 22, 2011.

“SEMSA members are asked to go into communities throughout Saskatchewan and speak to a variety of health and emergency topics,” explains Krista Remeshylo, Chair of the Community Development Committee for SEMSA. “With the Safe Saskatchewan-SEMSA Rebecca Trail, we will teach children and their families injury prevention lessons while providing them with information on this important issue in an interactive setting.”

For more information about the Safe Saskatchewan-SEMSA Rebecca Trail or to see the trail in action, contact Safe Saskatchewan or SEMSA.

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.

About SEMSA

The Saskatchewan Emergency Medical Services Association (SEMSA) is a not-for-profit organization that provides guidance, support and a common voice on behalf of its emergency medical service (EMS) members. One of its goals is to strengthen and advance EMS in Saskatchewan by ensuring high-quality, accountable patient care. SEMSA has been forging a future for EMS in Saskatchewan since 1959 and today represents 82 of 110 ambulance services in the province.

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