



MEDIA RELEASE

Mission: Zero Live injury-free aims to unite all Saskatchewan Injury Prevention partners

Saskatoon, Friday, April 23, 2010: Saskatchewan residents have been given a new call to action. "Mission Zero: Live injury free" will build on WorkSafe Saskatchewan's recognized Mission: Zero campaign in the workplace. *Mission: Zero Live injury-free* aims to move the message from the workplace to the community and to people's homes.

Saskatchewan has the second worst workplace time loss injury record in the country, and WorkSafe Saskatchewan has been coordinating a Mission Zero campaign aimed at reducing workplace injuries. But, away from work, people are two times more likely to have an unintentional injury, four times more likely to suffer a permanent disability and five times more likely to die from a preventable injury. *Mission: Zero Live injury-free* will broaden the scope of WorkSafe's campaign. Safe Saskatchewan, as the leading organization raising awareness of unintentional injuries away from the job, will lead this campaign and work with all interested agencies and organizations to create heightened awareness of the impact unintentional injuries have on our province.

"We are thrilled Safe Saskatchewan is adopting Mission: Zero and that people will be taking the mission with them wherever they go. No injury is a good injury, whether it happens at home or at work," says David Eberle, Chairman of the Board for the Saskatchewan Workers' Compensation Board.

"Unintentional injuries have a negative impact on Saskatchewan communities, their growth and viability, as well as industry, and they adversely affect the quality of life for the people of our province," says Gord Moker, Chief Executive Officer of Safe Saskatchewan. "Thanks to the support of WorkSafe Saskatchewan, Safe Saskatchewan is able to use the Mission: Zero movement to fully support a holistic view of injury prevention in Saskatchewan."

Over the next few months, Safe Saskatchewan will be coordinating the development of a Mission Zero: Live injury-free toolkit that can be adopted and used by any agency or organization working towards decreasing the impact of unintentional injuries in our province. Safe Saskatchewan believes that by working together we can all facilitate a change in attitudes, beliefs and behaviours in our society.

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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.



Mission: Zero was launched in 2008 as an initiative to eliminate workplace injuries in Saskatchewan. The Mission: Zero campaign and programs drive home the impact injuries and the importance of safety and injury prevention. The intent behind Mission: Zero is to bring about faster and deeper reductions to the provincial injury rate.

Interviews and photo opportunities with WorkSafe Saskatchewan, Safe Saskatchewan, and participants on Safe Saskatchewan's Rebecca Trail in action are available on site at the event.

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