

a Culture of Safety



NWT Injury Prevention Strategy
2007-2012 Implementation Plan

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Credit: Busse/NWT Archive
N-1979-052-0225

L u t s e l k ' e





Foreword

It is my pleasure to present the first strategic plan for the prevention of injuries in the Northwest Territories. This plan outlines goals, objectives, and actions to provide a road map to future collaborative efforts in addressing the prevention of injuries and injury-deaths.

The Department of Health and Social Services facilitated and coordinated this planning effort with key stakeholders whose mandate includes preventing injuries and injury-deaths. In partnership, we can create a Culture of Safety for all NWT residents.

The efforts of the Injury Prevention stakeholders who participated in developing this strategic plan are to be commended. It clearly shows commitment and dedication to improving the safety of NWT residents and a resolve to contributing to healthy and supportive environments.



*Student
Community
Health
Representative*

*Jennifer Jonasson,
Lutselk'e, NT*

The Strategic Plan focuses on the areas listed below:

- Injury Prevention Education and Awareness
- Support Injury Prevention Activities at community, regional and territorial levels
- Building Community Capacity in preventing injuries
- Reduce the Risk of Intoxication-related Injuries
- Strengthening Public Policy and Legislation for Injury Prevention

The Plan also outlines key actions and measures for the implementation and development of the strategy and identifies key priorities. Progress in successful implementation will be a key indicator in achieving the NWT Injury Prevention's vision and goals.

By working together, we can ensure a safe and healthy environment, free from injuries for all residents of the Northwest Territories.

Floyd K. Roland
Minister of Health and Social Services

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Credit: Busse/NWT Archive
N-1979-050-1368

A k l a v i k



MISSION: *Freedom from injuries through safe choices and safe living environments.*

VISION

Safe and healthy people, free from injuries

PRINCIPLES

Injury Prevention for each life stage

Injury Prevention through evidence-based decisions

Injury Prevention strengthened by multi-partnership collaboration

GOALS

- Promote Culture of Safety
- Prevent injuries and injury-deaths

OBJECTIVES

Increase Injury Prevention awareness, knowledge and skills

Strengthen Injury Prevention Practices based on NWT injury and injury-death rates

Reduce levels of intoxication-related injuries

Strengthen public policy and legislation supporting Injury Prevention

Community
Health
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Gladys Edwards,
Aklavik, NT

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N-1979-052-0225

F o r t M c P h e r s o n





Introduction

In June 2004, the GNWT outlined its commitment to promoting healthy lifestyles in the *GNWT Strategic Plan Self-Reliant People, Community and Northwest Territories – A Shared responsibility*.

Ministers of the social programs departments committed to a collaborative and coordinated approach to health promotion. This has resulted in the development of a Healthy Choices Framework and its associated interdepartmental 2005-2010 Action Plan addressing unhealthy or risky behaviours. Six key GNWT health and wellness priority areas have been identified: Healthy Eating, Physical Activity, Mental Health and Addictions, Tobacco Control, Healthy Sexuality, and Injury Prevention.

Since injuries are preventable, it is important to promote ways to reduce the risk of injury and death and support safer choices. Effective prevention planning is based on NWT injury and injury-death statistics and responding to the primary causes of loss of life and health. In doing so, a multi-sectoral approach and collaboration with partners is important.

The following principles are core values which assist in decision-making, setting priorities, planning actions and evaluating processes and outcomes.

Injury Prevention for Each Life Stage – To help people achieve a *Culture of Safety*, a life-stage approach is adopted which focuses on the prevention of priority injuries at specific life stages.

Injury Prevention through Evidence-based Decisions – The purpose of evidence-based decision-making is ensuring that decisions about public health problems, including injury prevention, are based on the best available knowledge. This knowledge is used to develop and implement actions, practices and programs.

Injury Prevention strengthened by Multi-partnership Collaboration – While programs may be initiated by the Department of Health and Social Services (DHSS), a wide range of knowledge and skills from multi-sectoral partnerships are required to address population health issues.



Community
Health
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Winnie Greenland,
Fort McPherson, NT

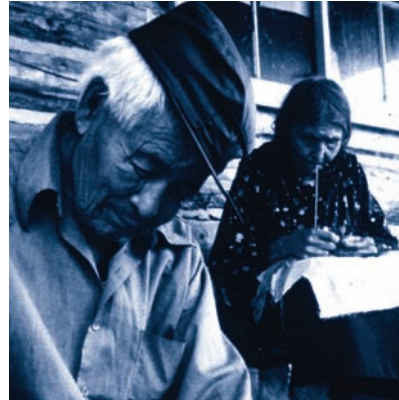
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Credit: T. Macintosh/NWT Archive
G-1995-001-5544

K a k i s a





Injuries and Injury-Deaths of NWT Residents

- More NWT residents die as a result of injury than from any other cause
- NWT residents are 2.3 times more likely to die from an injury than Canadians living in the rest of Canada
- The NWT injury hospitalization rates are 2.2 times higher than the age-standardized Canadian rate
- The injury-mortality and hospitalization rates for Inuvialuit and Dene residents are over two times higher than the rates for other NWT residents
- Motor-vehicle-related trauma accounted for 22% of all injury deaths in the NWT
- In the NWT, drowning accounts for 11% of deaths (all ages) and 17% of child deaths (age 0-14)
- Falls are the leading cause of injury-related hospitalization, accounting for 28% of hospitalizations for all ages. Fall-injuries account for 68 % of NWT Elder injury-hospitalizations and 13% of Elder-deaths
- Intoxication is a foremost risk factor for injury and injury-death in the NWT



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*Nora Simba,
Kakisa, NT*

Leading Causes of Injury Mortality by Age Group¹

Rank	Age Group					
	0 - 14 (n=30)	15 - 24 (n=68)	25 - 34 (n=73)	35 - 44 (n=56)	45 - 64 (n=58)	65+ (n=46)
1	Fire & burns (30%)	Suicide ² (40%)	Suicide (25%)	Suicide (30%)	Suicide (19%)	Unspecified unintentional (35%)
2	Motor vehicle traffic (23%)	Motor vehicle traffic (26%)	Drowning (18%)	Motor vehicle traffic (21%)	Unintentional Poisoning (14%)	Environmental (17%)
3	Drowning (17%)	Drowning Environmental Homicide (7%) each	Motor vehicle traffic Homicide Other transport (12%) each	Unintentional Poisoning (18%)	Motor vehicle traffic (12%)	Falls (13%)
4	Suffocation (10%)	Other transport (6%)	Fire & burn Poisoning (5%) each	Drowning (7%)	Fire & burns Homicide Drowning (10%) each	Drowning Unintentional Poisoning (9%) each
5	Other transport Suicide (7%) each	Unintentional Poisoning (3%)	Environmental (4%)	Homicide (5%)	Environmental (9%)	Suicide (7%)

Source: NWT Vital Statistics

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N-2003-0370286

W r i g l e y





NWT Injury Prevention Partners

Stakeholder and Key Informant Partnerships – A range of knowledge and skills from government and non-government agencies are required to address these population health issues. Multi-sectoral partnerships are crucial to the Strategy's successful implementation. There has been an excellent response from partners who share a determination to decrease rates of preventable injuries and deaths in the NWT. To date, a multi-partnership collaboration has been successfully fostered and this will be maintained.

NON-GOVERNMENT PARTNERS

NWT Canadian Mental Health Association
Canadian Public Health Association
NWT/NU Branch
Canadian Red Cross Alberta/NWT
St. John Ambulance NWT/NU Council
Lifesaving Society Alberta and NWT
NWT Community Health Representative Organization
NWT Native Women's Association

GNWT PARTNERS

Department of Education, Culture and Employment
Department of Justice
Office of the Chief Coroner
Department of Transportation
Workers' Compensation Board of the NWT/NU
Regional Health and Social Services Authorities

FEDERAL PARTNERS

Health Canada
RCMP "G" Division
Transport Canada


*Community
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*Gloria Hardisty,
Wrigley, NT*

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Credit: GNWT/NWT Archive
G-1979-023-2321

T u k t o y a k t u k



NWT Injury Prevention Strategy Implementation Plan

- The Implementation Plan outlines a program of action that will help achieve the Strategy's vision, goals and objectives.
- Examples of current or planned injury prevention projects are included to demonstrate an activity that supports achievement of the goals and objectives.

Objective 1:

Increase Injury Prevention Awareness, Knowledge and Skills

How

- Develop an Injury Prevention Communications Plan
- Develop Life-Stage based Awareness and Injury Prevention Campaigns
- Organize an NWT Injury Prevention Conference 2009-10
- Strengthen community-based injury prevention, through training

Measures of Success

- An increase in awareness, knowledge and measurable skills: NWT Statistics baseline survey (2002) and repeat surveys (2008, 2010)
- The number of government and non-government organizations utilizing common injury prevention messaging and focus
- The number of government and non-government organizations utilizing the Strategy and the NWT Injury Report as a guide for their injury prevention activities and priorities

Measures of Training Success

- Number of Community Health Representatives promoting *Injury Prevention*
- Number of Community Health Representatives certified in *Standard First Aid* and *CPR*
- Number of Community Health Representatives certified as *First Aid* and *CPR Instructors*
- Number of youth, young families and other priority groups certified in *First Aid* and *CPR* through training provided by CHR-Instructors and others



Community
Health
Representative

Anita Pokiak,
Tuktoyaktuk, NT

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N-2003-037-0338

T u l i t a





Objective 2

Strengthen Injury Prevention practices, based on NWT Injury and Injury-Death rates

How

Seasonal Injury Prevention Programs:

- Boating Safety and Drowning Prevention
- Snowmobile Safety and Ice Safety
- Road safety and on-the-land safety

Injury Prevention for Each Life Stage:

- “Safe in a Swim Vest” Child Drowning Prevention
- NWT Swim Vest Loaner Program (ages 0-14)
- Injury Prevention training for Families
- Injury Prevention Awareness for children – Teddy Bear Clinics
- Fatal Vision Goggle Sessions – Intoxication Injury Risk training
- Strengthening School-based Safety Training
- Intoxication-risk awareness training – Preventing Alcohol Related Trauma in Youth – aka P.A.R.T.Y.
- Injury Prevention Capacity Building – First Aid and CPR certification – for youth and adults
- SAFE TRAVEL PLAN – Environmental Safety and Preparedness for snowmobile, vehicle, boat and hiking travel
- Senior Safety Promotional Materials; Elder Fall-Injury Prevention Calendars

Measures of success

- Number of government and non-government agencies implementing safety procedures and programs
- Increase number of safety practices in areas of high-risk for injury and injury-death through use of helmets, swim vests, Safe Travel Plans and other
- Decreased rates of injury hospitalizations and injury deaths



*Student Nurse,
University of
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*Fraser Lennnie,
Tulita, NT*

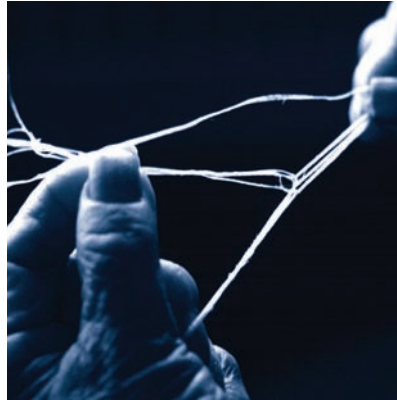
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Credit: T. Macintosh/NWT Archive
G-1995-001-5301

F t S i m p s o n





Objective 3: *Reduce intoxication-related injuries*

How

- Develop, implement and monitor strategies to address intoxication-related injuries
- Collaborate with Mental Health and Addictions Strategies
- *Training programs in intoxication-risks for injuries and injury deaths: such as:*
 1. Motor Vehicle Trauma re-enactment training Preventing Alcohol Related Trauma in Youth aka P.A.R.T.Y;
 2. Intoxication re-enactment training – Fatal Vision Goggles Training Sessions

Measures of Success

- Increased awareness and monitoring of intoxication-related injuries
- Increased prevention of intoxication-related injuries
- Decreased rates of intoxication-related injuries and injury-deaths
- Implementation of strategies to address intoxication related injuries and deaths

Objective 4: *Strengthen Public Policy and Legislation supporting Injury Prevention*

How

- Support inter-departmental and multi-stakeholder collaboration in monitoring, promoting and enforcing safety legislation for road, water, and on-the-land

Measures of Success

- Municipal and territorial safety-legislation which addresses risks for injuries and deaths
- Decreased rates of injuries and injury-deaths, resulting from road, water, and on-the-land activities



*Student Nurse,
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*Rielle Antoine,
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Credit: R. Knights/NWT Archive
N-1993-002-0007

I n u v i k





Injury Prevention Strategy Implementation

Stakeholders who participated in developing the Injury Prevention Strategy will provide input and direction in the implementation phase. The relationships established during the development of the Strategy will be maintained.

The Department of Health and Social Services will support a multi-stakeholder Injury Prevention Coalition for the following:

- Facilitate information exchange
- Enhance collaboration
- Support joint-initiative planning among the partners

The following mechanisms will ensure accountability under the NWT Injury Prevention Strategy:

- The Department will provide, through its Minister, an annual progress report for public distribution
- Other government departments will provide briefings to their Minister regarding the Strategy, as required
- Utilizing existing reporting mechanisms, government departments will report annually on key injury prevention work undertaken and progress made toward achieving goals and objectives
- Non-governmental agencies will contribute their best practices and feedback within the key stakeholder forum
- During the 2009-10 fiscal year, the Department of Health and Social Services will organize an Injury Prevention Conference to share knowledge and best practices
- An evaluation of the Injury Prevention Strategy will be completed in the 2011-12 fiscal year



Health Promoter

Alfred Moses,
Inuvik, NT

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F o r t S m i t h



Summary

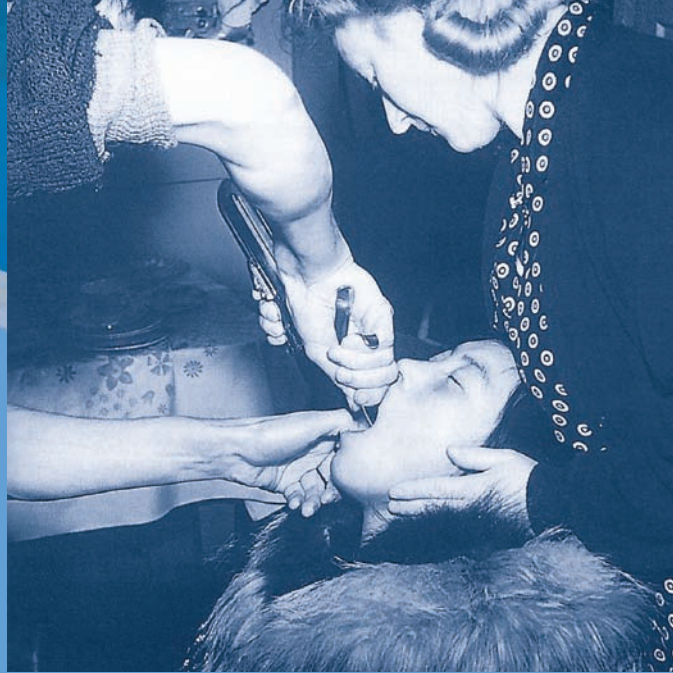
The Department of Health and Social Services, in collaboration with government and non-governmental organizations, is committed to reducing injury and injury-deaths.

Evidence-based initiatives will be undertaken which will result in strengthened injury prevention in the NWT.

Evidence shows that children and youth, First Nation and Inuvialuit adults and NWT Elders are at increased risk for injuries and injury-death. Addressing injury prevention needs and promoting safe environments is urgently required. With partnership and mutual support, responses can be tailored to the cultural and linguistic needs of the priority groups identified.

Injuries are preventable. Reducing the NWT injury and injury-death rates requires a strong commitment to increase safe choices and safe environments for all NWT residents.

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Injury Prevention Terms

- **At-risk Behaviour:** A voluntary action, which may lead to harm
- **Collaboration:** Mutually beneficial relationship to achieve common goal(s)
- **De-normalization:** Changing the norm
- **Determinants of Health:** Factors, which determine health
- **Goal:** The purpose for an action
- **Injury:** Damage to the body
- **Injury Death:** Death resulting from injury
- **Intentional Injuries:** Injury with intent to harm self or others
- **Inter-sectoral Action:** working with other sectors to achieve action
- **Impaired:** Decreased functioning - may be due to use of alcohol or drugs
- **Direction:** Pointing the way
- **Normalization:** A belief or practice, which is the norm
- **Outcome:** Result of an action
- **Priority Groups:** Groups identified on basis of unmet need
- **Promising Practices:** Positive outcomes, resulting from an action
- **Traditional Value:** A value historically shared by the First Nations, Metis and Inuvialuit peoples of the NWT
- **Unintentional Injury:** Injury with no intent to harm self or others



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Credit: Helm/NWT Archive
N-2004-020-0003

W h a t i



Photo References

Page 1

Jennifer Jonasson, student-CHR, Lutselk'e, is related to Chief Addi Jonasson, a trained social worker. Jennifer supports child safety, drowning prevention and Safe Travel Plans; Jennifer is certified in standard First Aid and CPR.

Page 3

Gladys Edwards, CHR, Aklavik, is related to the Kendi family (archival photo). Gladys supports school health promotion and she is a First Aid and CPR instructor.

Page 5

Winnie Greenland, CHR, Fort McPherson, supports breast health promotion and child drowning prevention. She is a First Aid and CPR instructor.

Page 7

Nora Simba, student-CHR, Kakisa, is related to the Simba family (archival photo). Nora supports child-drowning prevention. Nora is certified in standard First Aid and CPR.

Page 9

Gloria Hardisty, CHR, Wrigley, is related to the Hardisty family (archival photo). Gloria is an instructor in First Aid and CPR. She coordinated the water safety initiative and Safe Travel Plans in the Deh Cho region.

Page 11

Anita Pokiak, CHR, Tuktoyaktuk, is a First Aid and CPR instructor and supports health pregnancy, child drowning prevention and Elder wellness.

Page 13

Fraser Lennie, student-nurse, Tulita, supports road safety initiatives and Safe Travel Plans. He is certified in standard First Aid and CPR.

Page 15

Rielle Antoine, student-nurse, Fort Simpson, supports the swim vest loaner program for children and Safe Travel Plans. She is certified in standard First Aid and CPR.

Page 17

Alfred Moses, health promoter, Inuvik, supports tobacco harm reduction and active living.

Page 19

Warren Whitford, health promoter, is seen here promoting workplace safety in Norman Wells. He is related to Commissioner Anthony Whitford, whose contributions include water safety and Elder injury-prevention advocate.

Page 21

Katherine Friesen is related to Mrs. E. Sperry, nurse-midwife, and to retired Bishop J.R. Sperry – seen providing emergency dental care. Katherine supports injury prevention through Tele-Care NWT.

Page 23

April Smith, Whati, student-CHR, supports breastfeeding promotion, child injury prevention and Safe Travel Plans. She is certified in standard First Aid and CPR.



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*April Smith
Whati, NT*

Design by:



¹ NWT Injury Report: 1990-1999 available on departmental website: www.hltss.gov.nt.ca see publications - Pg. 18

² Suicide and related issues are a primary focus of the departmental Mental Health Strategy www.hltss.gov.nt.ca



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www.hlthss.gov.nt.ca