



For immediate release

A Safer Province Starts When You Stop And Think Campaign Encourages Albertans To Evaluate Preventable Safety & Injuries

Edmonton, AB (XX 2014) – The Alberta Centre for Injury Control & Research (ACICR), together with Preventable Alberta and the Northern Alberta Institute of Technology (NAIT), are using a hard-hitting campaign to create awareness among students, staff and Albertans about personal and workplace safety.

Alberta has one of the highest rates of preventable injuries in Canada. These injuries account for more premature deaths than any disease in the province, which snowballs into major cost burdens on the health system, substantial losses of productivity and, most importantly, personal and family hardships.

To challenge these statistics and work towards a safer province, ACICR and Preventable, with support from NAIT students and staff, have brought to life an important awareness campaign focusing on personal safety and preventable injuries both at work and at home. From impactful mirror, mobile and elevator applications, with statements such as “No one expects to end the day by causing a horrific car crash,” and “If you’re texting while walking have a word with yourself,” these partners encourage students, staff and all Albertans to stop and think about their behaviours and attitudes.

“Many factors that contribute to the high incidence of injuries in Alberta are grounded in the places where we live, work and play,” says Kathy Belton, Associate Director for the Alberta Center for Injury Control & Research. “Preventing these predictable occurrences starts with changing the attitudes and behaviours towards workplace safety. Tapping into the student population - the same group of people who will soon be graduating into labour-intensive work environments - is a great place to start. It is our hope that in learning and practicing the proper safety behaviours, they will carry these actions on through their career, helping to make Alberta industries stronger and safer overall.”

NAIT is the first post-secondary institution in Canada to partner with ACICR and Preventable.

“Building a strong culture of health and safety among students and staff is central to our vision to be the most relevant and responsive post-secondary institution in Canada and one of the world’s leading polytechnics,” said NAIT President and CEO Dr. Glenn Feltham. “We are thrilled to partner with the Alberta Centre for Injury Control & Research in launching the Preventable campaign.” Dr. James Talbot, Alberta’s Chief Medical Officer of Health, says, “Between the ages of one to 44, injury claims the lives of more Albertans than all other causes combined. These campaigns will help us think of what we can do, individually and as communities to help reduce preventable injuries and improve the health and wellness of all Albertans.”

Running Sept. 15 to Nov. 15, the campaign is intended to benefit Albertans by creating an understanding of how safer behaviours reduce injuries that contribute to costs associated with emergency departments, hospital care, disabilities support and law enforcement.

In tandem with their workplace safety campaign, Preventable will also launch its rousing distracted driving commercial on Sept. 5. Designed to draw attention to the recent influx of driving and texting-related fatalities, the advertisement will also encourage Albertans to stop and think about their actions.

To learn more about preventable injuries, visit www.acicr.ca and www.preventable.ca.

To learn more about the Northern Alberta Institute of Technology, visit www.nait.ca.



ABOUT ALBERTA CENTRE FOR INJURY CONTROL & RESEARCH

The Alberta Centre for Injury Control & Research is provincial organization focused on injury prevention in Alberta and it is part of the School of Public Health at the University of Alberta. ACICR's vision is that Albertans work hard and play hard, free from life limiting injuries. ACICR strives to save lives by supporting communities and decision-makers with knowledge and tools necessary to address the causes of both intentional and unintentional traumatic injury. ACICR receives core financial support from Alberta Health.

ABOUT THE NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

The Northern Alberta Institute of Technology (NAIT) is a leading Canadian polytechnic, delivering education in science, technology and the environment; business; health and trades. With more than 60,000 credit and non-credit students and a 98 per cent employer satisfaction rate, NAIT grads are essential to Alberta's prosperity. Known for hands-on, technology-based learning, NAIT engages with business and industry in applied research and innovation and provides corporate training around the world. Recognized as one of Alberta's top employers, NAIT provides outstanding returns on investment for its graduates, partners, the provincial government and the people of Alberta.

ABOUT PREVENTABLE

Preventable (also known as The Community Against Preventable Injuries) is the first-ever organization to undertake a provincial social marketing strategy focusing on preventable injuries. Established to raise awareness, transform societal attitudes, and ultimately change behaviours, Preventable uses provocative communication to reach people at the moment of risk.

"Have a Word with Yourself" is Preventable's current campaign that speaks to the little voice inside your head that knows that sometimes bad things can happen – but that we each have the power to prevent them. Preventable is a registered non-profit organization representing a true partnership of more than 80 members, including businesses, injury prevention organizations and government. Our goal is simple: to change attitudes in order to significantly reduce the number and severity of preventable injuries in Canada.

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