

**Alberta Occupant Restraint Program  
2005-2006 Work Plan**

**Alberta Occupant Restraint Program  
Vision Statement**

“Recognizing that a comprehensive Alberta road safety strategy is essential to successfully address the complex nature of motor vehicle related trauma, the Alberta Occupant Restraint Steering Committee supports an integrated approach to the occupant restraint issue. We envision a future where all road users in Alberta will consistently use occupant restraints correctly to reduce/eliminate deaths and injuries due to motor vehicle collisions”. Alberta Occupant Restraint Strategic Planning Session 2001

**Target One:**

Achieve and or maintain a 95% seat belt wearing rate by all vehicle occupants and proper use of child restraints by 2010.

**Target Two:**

Achieve a 40% reduction in the number of unbelted fatally and seriously injured vehicle occupants by 2010.

**Target Three:**

Achieve a 40% reduction in the number of road users fatally injured and seriously injured on rural roadways by 2010.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

**Goal: Funding and Resources.**

**To ensure appropriate and adequate funding and resources are allocated to identified project priorities.**

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Time lines</i>	<i>Measurement/Outcome</i>
Priority One: Each organization will determine the financial contribution that can be budgeted in 2005-2006 with projections for 2006-2007. (3 year budget cycle)	Action 1-1: Business proposals to Alberta Health & Wellness, Alberta Infrastructure and Transportation, Royal Canadian Mounted Police & Alberta Centre for Injury Control & Research, to support core funding and administrative support for the coordination, administration and communication components of the work plan.	Co-Chairs Coordinator PSC	Alberta Transportation \$25,000 Program Coordination \$200,000 Communications  Alberta Health & Wellness \$33,000 Program Coordination \$17,000 Education  Royal Canadian Mounted Police \$25,000 Program Coordination Computer/office/phones/software  ACICR Administrative responsibility for coordinator position	January 30, 2006	Core programming is funded for a one-year commitment with annual review.
	Action 1-2 MOU's are reviewed and invoice process completed by the University of Alberta.	Coordinator	NA	January 30, 2006	Invoices as per MOU's are forwarded to Alberta Infrastructure & Transportation & RCMP. Alberta Health & Wellness provides dedicated funds as part of the ACICR grant.
	Action 1-3 Seek opportunities to promote AORP communication materials to provincial, municipal and national traffic safety stakeholders on a cost	Co-chairs Coordinator PSC	NA	Fiscal year	Where appropriate other stakeholders, provinces will support and use AORP materials and plans.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

	share/cost recovery basis, ensuring the provincial committee's position on "no logo" is a condition of use.				
	Action 1-4 Prepare and present proposals to government departments and organizations to develop formal M.O.U.'s to support occupant restraint programming consistent with time lines of Vision 2010.	Coordinator	NA	Fiscal year	Government support for occupant restraints continues.
Priority Two: Each organization represented at the steering committee should determine the in-kind contributions that can be budgeted for in 2004-2005	Action 2-1: Organizations to review strategic plan to determine appropriate contributions, in-kind, in-time, in principle or financial.	Member organizations	NA	March 31, 2005	Each organization represented at the steering committee supports in principle the funding and resource components of the strategic plan.
	Action 2-2 The term of the Provincial Steering Committee is to continue to 2008, consistent with Vision 2010 and reassessed in 2007.	Coordinator	NA	To be ratified January 2005	Terms of Reference are reviewed and ratified annually.
Priority Three: AORP will provide funding partners and committee members with annual report on the activities and accomplishments of the program as per work plan.	Action 3.1 Annual report will be prepared for funding partners and committee members and posting on the web page	Coordinator	NA	April 2006	Annual report is provided and distributed.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

**Goal: Research and Evaluation**

**To develop formative, process, impact and outcome evaluations of identified components of the overall provincial program which will support and facilitate the collection of data to ensure decision are evidenced based.**

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Time lines</i>	<i>Measurements/Outcomes</i>
Priority One: Release results of Rural Seat Belt Survey (communications)	Action 1-1: Research sub-committee, ACICR, RCMP to sign off Rural Seat Belt Survey to Communication Sub-committee for action.	ACICR RCMP, Research Sub-Committee Coordinator	Agency participation	March 31, 2005	1. Survey results released to public/media/stakeholders.
Priority Two: Collaborate with ACICR, police, RHA and stakeholders to develop an Alberta child restraint study focusing on child passengers under the age of 16.	Action 2-1: Collaborate with ACICR to seek funding and RHA support.	ACICR Research SC Coordinator	(\$100,000 grant proposal submitted for 2005 & 2006 by ACICR to Canadian Health Research)	For 2005 Fall start up.	2. Survey funded by external organizations and survey administration set up for Oct. 2005 for data collection in 2006.
Priority Three: Research & literature review on support for demerits to increase compliance to seat belt/child restraint legislation.	Action 3-1 Coordinate with ACICR on Research/literature search. (See below)	Coordinator Research SC	Agency participation	To be completed by March 31, 2006 or sooner if opportunity presents.	3. Demerit points are introduced for seat belt and child safety seat offences.
Priority Four: Research appropriate community based interventions to increase seat belt use among non-compliant occupants (high	Action 4-1: Review literature and determine appropriate interventions/programs.	Coordinator Research SC	Linked to Communication focus groups. Linked to Coordination	To be completed by March 31, 2006.	4. Interventions identified and prepared for distribution and dissemination to primary contacts for possible implementation in local communities.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

risk) drivers/passengers between ages of 16 – 35.					
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Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

**Goal: Enforcement**

**To support the consistent education and enforcement of legislation to increase the correct use of occupant and child passenger restraints.**

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Time lines</i>	<i>Measurement/Outcomes</i>
Priority One: Integrate, support, confirm stakeholder and enforcement agencies participation in May & October STEP campaigns for seat belts.	Action 1-1: Provincial communication on STEP campaigns through teleconference and provincial meetings to discuss with traffic managers of appropriate enforcement agencies and primary contacts their continued participation in STEP.	Co-chairs Coordinator Enforcement members	Agencies participation	January/February 2006	All recognized enforcement agencies participate in provincial STEP Campaign as appropriate.
	Action 1-2: AORP to ensure enforcement agencies are provided opportunity for input at roundtables.	Coordinator	NA	Scheduled Roundtables 2006	Enforcement provides feedback on STEP communications support materials
	Action 1-3 AORP to forward communications to all enforcement agencies on dates of provincial occupant STEP campaigns	Coordinator	NA	February 2006	Enforcement agencies are provided information.
Priority Two: Ensure consistent occupant restraint message carries across all campaigns.	Action 2-1 Communication materials are distributed to identified enforcement contacts.	Coordinator	NA	April/Sept 2006	AORP enforcement contacts are provided materials.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

Priority Three: Increase/optimize alignment between enforcement agencies on provincial STEP campaigns.	Action 3-1 Discussion to be held with enforcement agencies on collaborating on provincial STEP campaigns.	Co-Chairs Coordinator	Agencies participation	Fall Roundtables	Discussion completed for 2005-2006
	Action 3-2 Increase RCMP detachment participation and involvement through communications, briefings, meetings and support of TANCO's	RCMP OIC TANCO's Coordinator	Alberta Health funds for coordinator presentation at RCMP strategic planning sessions.	Fiscal year 2005-2006	Detachment involvement increased over 2003-2004 for 2005 2006.
Priority Four Conduct Spring and Fall STEP campaigns in rural and urban areas of Alberta.	Action 4-1: Assist in the coordination of two provincial STEP campaigns in May and October 2004. - provincial communication for a one month period - local communications phase should proceed enforcement phase and inform public of upcoming enforcement. - Enforcement phase should be highly visible and observe zero tolerance.	Coordinator Communication SC Enforcement agencies Community partners	Linked to Communications	Fiscal year 2005-2005	Two provincial STEP campaigns completed
Priority Five: AORP will request from	Action 5-1 Coordinator and enforcement	Coordinator Enforcement agencies	NA	February 2006	Provincial numbers for seat belts and child restraint

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

participating enforcement agencies STEP results and appropriate seat belt data.	agencies will liaise re: STEP schedule by February 2005				offences are available.
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Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

**Goal: Communication**

To use appropriate targeted messages focus tested for the identified populations(s) to increase awareness and education to positively influence attitudes and behaviours relating to the use of occupant restraints. Introduction of Booster Seat Legislation (8 or 80) by 2010, through the development, implementation and evaluation of a plan to improve the protection of child occupants in Alberta between 40 and 80 lbs. (18 -36 kg) or up to 8 years of age through the use of booster seats, with the objective of increasing public & professional awareness of the need to use boosters seats through supportive legislation.

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Time lines</i>	<i>Measurement/Outcomes</i>
Priority One: Review, develop and implement priority components of the communication plans as developed and included in comprehensive communication plan.	Action 1-1 Meet with communication company to confirm plans/materials/message for campaigns.	Co-chairs Coordinator Communication SC	See priority two	September 2005	Communication components are developed and distributed to primary contacts
	Action 1-2 Task communication company with development of a plan to reach non-compliant occupants (high risk offenders) seat belts	Co-chairs Coordinator Communication SC Education SC Research SC	See priority two		Communication components are targeted and meaningful to the target audience. (Young male drivers 16- 45)
Priority Two: Continue provincial support of STEP campaigns.	Action 2-1: May/October, ensure radio, billboards, electronic media kits, provincial release are prepared and provided to primary contacts.	PSC Coordinator	As per allocation of identified funds from Alberta Infrastructure & Transportation.	May/October 2005-2006	Public media campaign is completed for May & October
	Action 2-2: Provide primary contacts with "Updates" and post on website	Coordinator	NA	Quarterly fiscal year 2005-2006.	UpDates are provided to contacts and on the web page.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

Priority Three: Implement communication plan to increase public awareness of the need for booster seats.	Action 3-1: Identify and prioritize tasks within booster seat communication plan to implement provincially.	Coordinator Research SC Education SC Communication SC Calgary Health Region	As per allocation of identified fund from Alberta Health & Wellness As per allocation of identified funds from Alberta Infrastructure & Transportation.	March 2005	Identified components of the plan are completed for 2005-2006.
Priority Four: Maintain website developed and hosted by Health in Action.	Action 4-1 Provide HIA monthly updates for hosted website.	Coordinator	As per allocation of identified fund from Alberta Health & Wellness	February 2006	Hosted Website is maintained for 2005-2006
Priority Five: Seek opportunities to ensure Rollover Simulator and Convincer are utilized as a tool for communication of the occupant restraint message.	Activity 5-1: Identify opportunities for the use of the Rollover Simulator and Convincer to heighten public awareness during STEP campaigns and ensure a consistent provincial message.	Coordinator Communication SC Co-chairs	Funded externally	March 2005	Rollover and Convincer “Engineered Life Space” presentation used to support occupant restraint activities.
Priority Six: Ensure communications components and updates are provided to primary contacts within, RHA, police services, First Nations Coordinator, Metis contacts and identified ethnic contacts.	Activity 6-1 Maintain updated email contact list and web-site for identified groups.	Coordinator	NA	February 2005	Primary contacts are aware of and receive appropriate communications from provincial coordinator.
Priority Seven: Implement communication plan to increase public	Action 7-1: Identify and prioritize tasks within booster seat	Coordinator Research SC Education SC	As per allocation of identified fund from Alberta Health & Wellness	March 2005	Identified components of the plan are completed for 2005-2006.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

awareness of the need for booster seats.	communication plan to implement provincially.	Communication SC Calgary Health Region	As per allocation of identified funds from Alberta Infrastructure & Transportation.		
Priority Eight: To communicate to the general public of the need to use booster seats for children between 40 and up to 80 lbs or a minimum of 8 years of age.	Activity 8-1 Dissemination of booster seat FACT Sheet to child care providers and retailers in Alberta.	Coordinator Education SC Communication SC	Product availability, loaner programs to low income, give away, preferred styles.	Fiscal year 2005-2006	Increased public awareness of need for booster seats. (Linked to research)
	Activity 8-2 Dissemination of booster seat information brochures thru health practitioner.	Coordinator Education SC Communication SC	NA	Fiscal year 2005-2006	
	Activity 8-3 Develop & distribution of booster seat poster	Coordinator Education SC Communication SC	NA	Fiscal year 2005-2006	
	Activity 8-4 Provide booster seat information on partners web pages	Coordinator Education SC Communication SC	NA	Fiscal year 2005-2006	
Priority Nine: To communicate to health & enforcement professionals of the best practices in the use of booster seats for children between 40lbs and up to 80 lbs	Activity 9-1 Booster seat information/legislation package to health professionals	Coordinator	NA	Fiscal year 2005-2006	Increased awareness of health & enforcement professionals of the best practices in use of booster seats.
	Activity 9-2 CHR/CIPC Booster Seat Proposal to ATSF follow-up and distribution of developed	Education SC	NA	Fiscal year 2005-2006	

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

	materials				
	Activity 9-4 Health Link information as a provincial standard.	Communication SC	NA	Fiscal year 2005-2006	
Priority Ten: To provide information to local, municipal and provincial government departments on the benefits of booster	Activity 10-1 “letter writing” campaign	Coordinator Education SC Communication SC	NA	Fiscal year 2005-2006	Increased awareness of local, municipal and provincial governments of the best practices in use of booster seats.
	Activity 10-2 Forward position paper to identified elected officials	Education SC Communication SC	NA	Fiscal year 2005-2006	
Priority Eleven: Develop/use existing social marketing campaign to increase use of booster seats.	Activity 11-1 Search for existing booster seat campaign materials or determine need to develop Canadian materials	Coordinator Education SC Communication SC	Poster, brochures, leaflets, radio, print, bus tails, bus shelter, print articles.	Fiscal year 2005-2006	Campaign materials are provided for use by partners with the public.
	Activity 11-2 Identify champion to support issue.	Education SC Communication SC	Interactive website, CD for home use, implementation of B/S learning modules for health & enforcement. (CHA)	Fiscal year 2005-2006	

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

**Goal: Education**

**To develop, support and implement education programs and materials at the provincial and community level to increase awareness and education to positively influence the correct and proper use of occupant restraints. To develop, implement and disseminate educational programs and materials for use by community stakeholders that target occupants of motor vehicles.**

Objective	Activity	Responsibility	Resources Required	Time lines	Measurement/Outcomes
Priority one: Distribute educational materials and messages to stakeholders for use in campaigns to increase public awareness of the concept of engineered life space, child restraints booster seats and seat belts for vehicle occupants.	Action 1-1 Review and test components of educational kit. Action 1-2 Develop distribution plans for materials.	Education Sub-committee Coordinator	As per allocation of identified fund from Alberta Health & Wellness	September 2004	Education kits distributed
Priority two: Implementation of the provincial strategy for increasing the use of booster seats and appropriate legislative support by 2010.	Action 2-1 Consultation process to be used in the implementation of booster seat strategic components to achieve booster seat legislation by 2010. Action 2-2 Second mail out of FACT sheet to identified professional organizations.	Education SC Coordinator Education SC PSC Coordinator	As per allocation of identified fund from Alberta Health & Wellness	Fiscal year 2005-2006	Components implemented. FACT sheet received by target groups.
	Action 2-3 To provide, share and disseminate appropriate booster seat information and materials to health,				

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

	enforcement and traffic safety stakeholders with the intention of increasing the use of boosters seats as a best practice.				
	Action 2-4 Distribution to target group of activity sheet, website address,	Coordinator	NA	Fiscal year 22005	Increased visits to website.
Priority Three: Facilitate the dissemination of materials developed at the community level for provincial distribution. Seek opportunities to showcase best practices.	Action 3-1: Continue consultation/networking process with RHA to assist in sharing of resources.	PSC Coordinator Education SC Research SC Communication SC	NA	Fiscal year 2005-2006	Resources shared between organizations.
	Action 3-2: Facilitate sharing of resources through “UpDate” and provincial roundtable.	PSC Coordinator Education SC/Research SC Communication SC	NA	Fiscal year 2005-2006	Resources shared between organizations.
Priority Four: Track information from child restraint TTA sessions.	Action 4-1: Provide primary contacts with directions on how to fill out and return required forms	Coordinator	NA	Fiscal year 2005-2006	Forms forwarded to coordinator
	Action 4-2 Re-review and reprint Option Four: Recommendations for withdrawal form.	Coordinator Education SC	As per allocation of identified funds from Alberta Infrastructure & Transportation.	March 2005	Forms reviewed, decision made

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

**Advocacy**

**Goal: Advocacy**

**To advocate for the development and implementation of evidence-based engineering and legislation policy changes to improve occupant restraint protection.**

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Time lines</i>	<i>Measurement/Outcomes</i>
Priority One: Improve occupant restraint safety for older children through increased awareness, education and future supportive legislation.	Action 1-1: Seek opportunities to provide information to appropriate MLA's, government departments on the effectiveness of booster seats.	Coordinator Sub-committee's	Coordinator	On-going	Position paper provided when appropriate.
Priority Two: Use evidence-based research to advocate for introduction of demerit points for all restraint violations.	Action 2-1: Incorporate findings of 2004 June Rural Seat Belt Survey into discussion document, supporting addition of demerits.	Coordinator Co-chairs Research SC	NA	Fiscal year 2005-2006	Develop discussion document
	Action 2-2: Distribute discussion document to MLA's	Coordinator	NA	Fiscal year 2005-2006	Document distributed when appropriate
	Action 2-3 Presentation to Standing Policy committee.	Co-chairs Committee organizations	NA	Fiscal year 2005-2006	Discussion on presentation to Standing Policy Committee.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

<p>Priority Three: To advocate to health &amp; enforcement professionals of the need for booster seat legislation</p>	<p>Activity 3-1 Provide front line health &amp; enforcement professionals information on the need for and best practices for booster seats Activity 3-2 Provide senior executives of RHA's enforcement and stakeholders support materials for future legislation.</p>	<p>Coordinator</p>	<p>NA</p>	<p>Fiscal year 2005-2006</p>	<p>Increased awareness of need for legislation among health &amp; enforcement professionals.</p>
<p>Priority Four: To advocate to child care providers, traffic safety stakeholder of the need for booster seat legislation</p>	<p>Activity 4-1 Provide information and materials for future supportive legislation to child care providers. Activity 4-2 Request organizations commit to "best practices" and support future legislation.</p>	<p>Coordinator</p>	<p>NA</p>	<p>Fiscal year 2005-2006</p>	<p>Increased awareness of the need for legislation among child care providers and traffic safety stakeholders.</p>

Alberta Occupant Restraint Program Work Plan  
 12 Month Period – April 1, 2005 – March 31, 2006

<p>Priority Five:          To advocate to MLA's and government officials of the need for booster seat legislation and demerits.</p>	<p>Activity 5-1          To facilitate meetings with senior executives and Minister of Transportation to discuss booster seat legislation.          Activity 5-2          Identify "champion" for booster seats to advocate publicly and to government officials.</p>	<p>Coordinator</p>	<p>NA</p>	<p>Fiscal year 2005-2006</p>	<p>Increased awareness of MLA's and government officials of the need for legislation and demerits.</p>
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Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

**Goal: Coordination**

**To provide for the effective and efficient coordination, planning and administration for provincial occupant restraint programming under the direction of the Alberta Occupant Restraint Program Steering Committee.**

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Time lines</i>	<i>Measurement/Outcomes</i>
Priority One: To ensure for a full-time coordinator position to assist with the implementation of AORP strategic plans and ensure community and program partner support.	Action 1-1 Identify funding annually. Action 1-2: Monitor performance and ensure accountability. Action 1-3 Annual assessment of partnership management.	Co-Chairs AORP member organizations	As per allocation of identified funds under “Funding and Resources”.	November 2005	Coordinator position reviewed
Priority Two: Support program partners (health & enforcement) through roundtables/workshop style meetings.	Action 2-1 Conduct 9 regional roundtables Action 2-2 Conduct provincial roundtable	Coordinator Education SC Research SC Communication SC	As per allocation of identified fund from Alberta Health & Wellness	Fiscal year 2005-2006	Roundtables completed
Priority Three: Support enforcement participation in STEP campaigns and the continuation of “Option Four” for child passenger offences.	Action 3-1: Conduct/support traffic/detachment/police service meetings to communicate consistent traffic enforcement message between agencies and monitor seat belt offences.	Enforcement agencies Coordination	As per allocation of identified fund from Alberta Health & Wellness	Fiscal year 2005-2006	Appropriate meetings with enforcement agencies.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

Priority Four: Act on opportunities to share/liaise with National Occupant Restraint Program (NORP).	Action 4-1: Forward AORP strategic plan to Alberta Transportation to forward to NORP.	Coordinator	NA	April 2005	Approved plans forwarded.
	Action 4-2: Continue to work with national to promote National Road Safety Week.	Coordinator	NA	Fiscal year 2005-2006	Increased coordination
Priority Five: Develop appropriate partnership with CHR to support the piloting of a community based booster seat promotion campaign.	Action 5-1 Continue to collaborate with CHR on the communication, education and evaluation components for the community based booster seat campaign.	CHR Coordinator Education SC	NA	March 2005	Successful pilot in CHR
	Action 5-2 Distribute the results of the CHR booster seat pilot to provincial stakeholders.	CHR Coordinator	NA	March 2004	Results are distributed to AORP primary contacts
Priority Six: Develop position paper on demerits and supported by member organizations	Action 6-1 Develop position paper on introduction of demerits as most effective strategy to increase compliance of NCO's as per data and research.	Coordinator	NA	Fiscal Year 2005-2006	Position paper is developed and distributed.
Priority Seven: The development of a strategic plan to support	Action 7-1 Steering Committee to develop position on introduction of	Coordinator Research SC Education SC	NA	Fiscal year 2005-2006	Demerits are introduced.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

addition of demerits as a deterrent for NCO's as based on research	demerits.	Communications SC			
Priority Eight: Ensure communication and coordination between Alberta Traffic Safety Plan, Aboriginal Traffic Safety Coalition and Injury in Alberta Strategy.	Activity 8-1 Coordinator to communicate with or attend appropriate meetings with groups to ensure coordination and collaboration where possible.	Co-Chairs Coordinator	NA	Fiscal year 2005-2006	Groups are aware of AORP's targets and goals for occupant restraints and account for AORP in provincial planning.
Priority Nine: Each committee member represented at the steering committee to ensure their respective organizational hierarchy is informed of and provided the AORP work plan.	Activity 9-1: Members to review strategic plan to determine organizational support, in principle, for the goals and targets of the provincial occupant restraint committee.	Committee Members	NA	March 31, 2005	Each organization represented at the steering committee supports in principle the overall goals, targets and direction of the Alberta Occupant Restraint Program.
Priority Ten: Collaborate and integrate appropriate components of Aboriginal Traffic Strategy as per discussions with ATS Coalition.	Activity 10-1: Collaborate with FNIHB and Metis settlements to develop an appropriate action plan.	Coordinator PSC Research SC	NA	Fiscal year 2005	Increased participation of Aboriginal communities in occupant restraint programs and activities.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

Priority Eleven: To coordinate provincial AORP activities to reduce duplication between organizations and RHA's	Activity 11-1 Use AORP infrastructure to provide primary contacts with booster seat information for distribution to community contacts	Coordinator	NA	Fiscal year 2005	Distribution of information to contacts.
	Activity 13-2 Consult with RHA's on materials being developed/distributed regionally to determine possibilities for provincial distribution.	Coordinator	NA	Fiscal year 2005	Reduced duplication and increased sharing between RHA's.
Priority Twelve: To coordinate provincial AORP activities to ensure consistency where possible with national and intra-provincial initiatives.	Activity 12-1 Coordinate with SafeKids National on campaigns.	Coordinator	NA	Fiscal year 2005	Increased national coordination
	Activity 12-2 Communicate with provinces on emerging legislation	Coordinator	NA	Fiscal Year 2005	Increased interprovincial information sharing.
	Activity 12-3 Work with RHA's to ensure boosters seats are incorporated into future strategic plans/work plans	Coordinator	NA	Fiscal Year 2005	Progress towards booster seat legislation.

Alberta Occupant Restraint Program Work Plan  
12 Month Period – April 1, 2005 – March 31, 2006

Acronyms

PSC - Provincial Steering Committee

ACICR - Alberta Centre for Injury Control & Research

RHA - Regional Health Authorities

Research SC - Research Sub-committee

Education SC - Education Sub-Committee

Communication SC- Communications Sub-Committee

AIT - Alberta Infrastructure and Transportation