

## **The six pillars of a National Injury Prevention Strategy:**

SMARTRISK and its consultation partners, including Insurance Bureau of Canada, want Canada to have the lowest injury rates of any country in the world. To accomplish this, they recommend that the government develop a pan-Canadian injury prevention strategy built on six strategic pillars:

### **1. National leadership and coordination**

- The establishment of an Injury Prevention Centre of Canada (IPCC) as part of the new Public Health Agency of Canada.
- IPCC should have a distinct budget and mandate and be solely focused on promoting evidence-based strategies for injury prevention.

### **2. An effective surveillance system**

- The establishment of a National Injury Surveillance Coordinating Committee (NISCC) within the IPCC to monitor injury trends and issue an annual “Injury in Canada” report.

### **3. Research**

- The IPCC should build a cadre of injury researchers and foster the translation of knowledge into action.

### **4. Community supports and resources**

- The government should establish a National Injury Prevention Community Fund and a clearinghouse, maintained by the IPCC, to provide communities with financial resources, information and tools to implement evidence-based injury prevention strategies, and to share information.

### **5. Policy analysis and development**

- The IPCC should provide governments with expert information and analysis and help facilitate the introduction of evidence-based policies, regulations and programs to reduce the risk for injury in Canada.
- Activities would include regular scans of international policy to pinpoint new evidence and effective practices, and reviews of domestic policies to identify opportunities for action.

### **6. Public information and education**

- The IPCC should develop communication strategies to support the achievement of national injury prevention targets and goals.
- Strategies should include marketing campaigns, media relations and the development of reference materials.

**For further details, please see the full report: “Ending Canada’s Invisible Epidemic – A Strategy for Injury Prevention.”**