



Partnership for a Safer and Healthier Alberta

Injury Alberta is a partnership of organizations and individuals that are committed to a vision of a safer and healthier province.

Injury is the leading cause of death for Canadians under the age of 45. Each year over 1,700 lives and \$2.9 billion are lost to injury in Alberta alone. The tragedy: Injuries are preventable.

By 2015, our goal is to reduce injuries by 30% across the province. This reduction in injuries and injury-related hospital admissions will save 480 lives, and will eliminate \$700 million in health care costs. Injury Alberta will lead by example, participating in a national movement - Injury Canada. This partnership will lead to 4,000 lives and \$6 billion saved nationwide each year.

Huge strides have been made in injury prevention, but in recent years we have seen the effects of these interventions plateau. With so much at stake, the **TIME TO ACT IS NOW!**

Pledge your commitment to reducing injuries in Alberta by attending the Injury Alberta press conference with other Injury Alberta stakeholders on October 26, 2011, at 10 AM in the Telus Centre Atrium, 111 Street and 87 Avenue.

Injury Alberta Strategies

- Raise awareness of the injury epidemic and unite organizations and interested parties in injury prevention.
- Reduce preventable injuries in Alberta.
- Participate in a national movement for bringing about a more complete set of injury control solutions to benefit Canadians by 2015.
- Create Injury Earth, an international partnership committed to injury prevention.
- Establish a \$50 million endowment fund to support organizations working in injury prevention and control in Alberta.

Injury Facts

- In 2008, 1,777 Albertans died due to injury. For every death there were 33 injury-related hospital admissions and 273 emergency department visits.
- Suicide was the leading cause of injury deaths, followed by motor vehicle collisions and falls.
- Of all the provinces, Alberta has the highest injury costs at \$918 per person.
- Injuries affect the youngest members of our society; Alberta has the highest potential years of life lost in Canada.
- Prevention programs are successful. Other countries have substantially reduced the rate of injuries.

For more information visit www.injuryalberta.com