

This performance improvement plan is for one of the 21 core programs that comprise the provincial initiative to strengthen the public health infrastructure of all health authorities in-line with an evidence based core functions framework.

The purpose of this report is to describe the assessment of Fraser Health (FH) practices in the area of unintentional injury prevention (UIP) compared to the public health core model program, and outline FH's plans to further develop its practices to better fulfill its role in UIP.

The model core paper also states that the overall goal of the UIP function is the prevention or reduction of unintentional injuries in BC. Specific objectives are to:

- Reduce the occurrence of injuries;
- Reduce the severity and adverse impact of injuries; and
- Prevent or reduce injury-related disability and death.

Performance improvement planning is therefore being directed toward the following priorities:

- Creating a coordinated, health authority wide structure with clearly defined accountabilities for UIP;
- Identifying key internal and external stakeholders;
- Establishing health authority wide strategies, priorities, and data collection and evaluation processes for UIP that take equity considerations into account;
- Leveraging existing strategies and evaluation frameworks, modifying them for use by other program areas.

Performance Improvement Targets—Strategic Planning and Priority Setting

Goal/Outcome	Indicator	Outputs	Completion Date
<p>- To coordinate existing initiatives and establish the necessary organizational ownership, strategic direction, structure and resources to support Unintentional Injury Prevention (UIP) within the health authority.</p>	<p>- Accountabilities for UIP have been confirmed and a business case to meet best practices has been created that includes:</p> <ul style="list-style-type: none"> o Rationale and data (provided by dedicated BC Injury Research and Prevention Unit (BCIRPU) representative) to support specific responsibilities within Trauma Services and Aboriginal Health; o Analysis of expected impact and outcomes; o Identification/analysis of existing UIP programs/materials in FH and other HA's; o Identification of key FH internal and external stakeholders; o Proposed committee structure/terms of reference o Budget needs for responsibilities within Trauma Services and Aboriginal Health. <p>- FH UIP Strategic Framework is completed and includes:</p> <ul style="list-style-type: none"> o Identification/review of UIP data sources and assessment of burden of disease; o Equity assessment/identification of priorities o Incorporation of specific goals for Aboriginal Health, Child & Youth, and Seniors Falls Prevention; o Coordination of existing UIP initiatives. 	<p>Business case</p> <p>Supporting data</p> <p>Supporting analysis</p> <p>Environmental scan</p> <p>Stakeholder analysis</p> <p>Committee ToR</p> <p>Budget plan</p> <p>Strategic Framework</p>	<p>April 2010</p> <p>June 2009</p> <p>February 2009</p>



Performance Improvement Targets —Community Capacity Building and Advocacy

Goal/Outcome	Indicator	Outputs	Completion Date
<p>- To increase awareness and capacity within the FH Aboriginal and Child and Youth populations to enable reduction and prevention of unintentional injuries for these at-risk groups.</p> <p>- To increase advocacy, awareness and capacity within the general FH population to enable reduction and prevention of unintentional injuries.</p>	<p>-Aboriginal Health UIP responsibilities confirmed and include:</p> <ul style="list-style-type: none"> o Pending Provincial reports reviewed and FH responses drafted o Communities consulted to identify priority Aboriginal injury prevention programs <p>-FH contribution to report for Office of the Provincial Health Officer (PHO) on Burden of Illness from Motor Vehicle Crashes MVC’s prepared using data from BCIRPU</p> <p>- UIP strategic framework, PIP and evidence-based resources specific to the FH Aboriginal and youth populations provided as guidance to the MVC Coalition¹</p> <p>-Community awareness of car seat legislation promoted by Health Promotion & Prevention Services through distribution of communication materials</p> <p>-Injury Prevention Coordinator hired for Health Protection to increase community awareness of unintentional injuries and to develop strategies and partnerships with local governments, school districts, licensed care facilities and community groups to reduce unintentional injuries in child and youth population</p> <ul style="list-style-type: none"> o Environmental scan of UIP activities, initiatives, results, legislation, and key stakeholders completed o Partnership agreements created 	<p>Responsibilities Confirmed</p> <p>Responses drafted</p> <p>Programs identified</p> <p>Report contribution completed</p> <p>Resources provided</p> <p>Materials distributed</p> <p>Coordinator hired</p> <p>Summary document</p> <p>Partnership agreements</p>	<p>December 2009</p> <p>TBC</p> <p>TBC</p> <p>December 2009</p> <p>January 2009</p> <p>Ongoing</p> <p>March 2010</p> <p>March 2011</p> <p>March 2012</p>

¹ Newly formed provincial Medical Health Officers’ working group with mandate to reduce/prevent unintentional injuries resulting from MVC’s.



Performance Improvement Targets —Knowledge Transfer and Public Education

Goal/Outcome	Indicator	Outputs	Completion Date
<p>- To educate internal and external stakeholders about UIP, including inequities, in a coordinated manner</p>	<p>- A communication plan for educating internal and external stakeholders has been created.</p> <ul style="list-style-type: none"> o Links confirmed with other core programs o Public UIP reports posted on the FH internet o FH intranet includes an inventory of existing UIP programs, materials and data sources <p>-Brief Intervention Training (BIT) expanded to include:</p> <ul style="list-style-type: none"> o Materials targeting all ages in Acute Care sites (Acute Care) and public health units (Health Promotion & Prevention Services) o Caregivers in SAIL² program providing BIT in Seniors' Homes related to Seniors Falls o Training provided for Primary Care Paramedics in identifying risk and linking to HA programs <p>-FH workshop delivered by Health Promotion & Prevention Services to improve internal communication on the Healthy Built Environment</p>	<p>Communication plan</p> <p>Links confirmed</p> <p>Reports posted</p> <p>Inventory posted</p> <p>BIT expanded</p> <p>Workshop delivered</p>	<p>December 2009</p> <p>Jan 2010</p> <p>Jan 2010</p> <p>Jan 2010</p> <p>January 2011</p> <p>January 2010</p> <p>January 2009</p> <p>December 2009</p> <p>September 2010</p>
<p>- To create internal partnerships to identify and implement best practices that will contribute to achieving the 3 high level goals for UIP.</p>	<p>-UIP Committee established reporting to the VP, Primary Care & Community Health Networks to lead and coordinate the activities in the PIP</p> <p>-Community Care Facilities Licensing and Seniors Falls Prevention have identified and implemented best practice strategies for reducing falls in licensed residential care facilities</p>	<p>Committee established</p> <p>Strategies 50% implemented</p> <p>100%implemented</p>	<p>July 2009</p> <p>June 2009</p> <p>March 2011</p>

² SAIL: Strategies and Actions for Independent Living



Performance Improvement Targets —Surveillance, Data Collection and Evaluation

Goal/Outcome	Indicator	Outputs	Completion Date
- To create mechanisms for ongoing UIP data collection and program evaluation, taking equity considerations into account	- An evaluation framework has been created to measure success in achieving UIP strategic goals in 3 areas ³ : (i) Seniors Falls Prevention (ii) Aboriginal Unintentional Injury Prevention (iii) Child & Youth Unintentional Injury Prevention -Assessment of local UIP data sources completed in partnership with BCIRPU and strategies identified to improve data quantity and quality - The capacity to complete mapping by geographic region and injury type has been developed.	Evaluation framework Strategies Identified Capacity developed	September 2010 March 2012 March 2012

³ For specific goals and rationale please see the *Unintentional Injury Prevention Framework*, p. 5