



Online Survey Highlights



Safe Saskatchewan conducted an online survey from December 11, 2006 to February 28, 2007. The 12 question survey was designed to build awareness, provide some education, while also gathering basic data about people's knowledge and interest in unintentional injuries.

The questions covered general awareness about unintentional injuries, financial impact, farm and ranch injuries, and injuries from falls in the senior community.

Over the active period, the survey received a total of 1,111 responses, and provides an interesting snapshot of how the people of Saskatchewan think. Organizations like the Saskatchewan Registered Nurses Association, the Saskatchewan Chamber of Commerce, and the College of Physicians and Surgeons of Saskatchewan all promoted the survey.

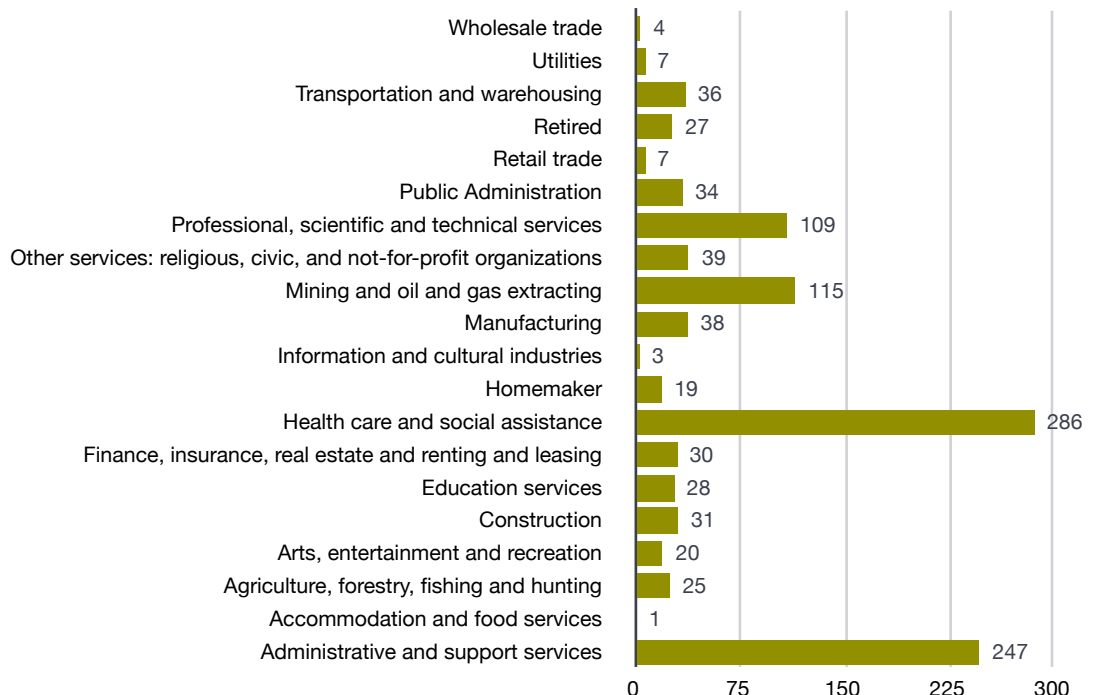
Companies in the oil and gas, manufacturing, forestry, retail, education and healthcare sectors all took part.

The average score for the survey was 72%.

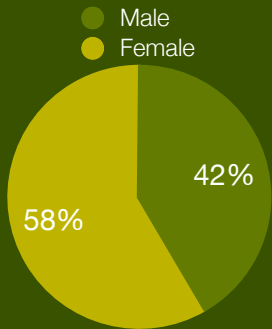
Some of the highlights from the survey are as follows:

- ✓ People don't know the economic impact unintentional injuries have on our economy. 9% of the females and 11% of the male respondents knew the correct answer;
- ✓ Almost all respondents agree that injuries can be prevented;
- ✓ People are aware that a significant percentage of farm fatalities involve children;
- ✓ People understand that the majority of seniors' falls occur in the home;
- ✓ Only 68% of the rural farm respondents understand that farmers must provide fire and emergency procedures to every worker on their farm;
- ✓ 80% of the female respondents understand that female seniors have a greater rate of falls than male seniors; and

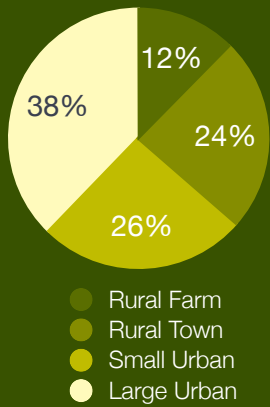
Occupational Breakdown



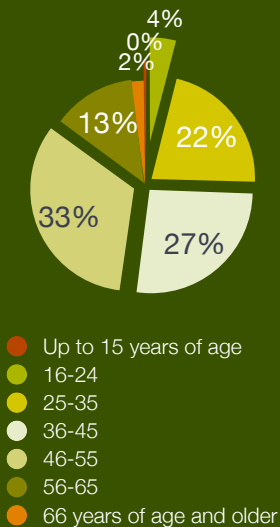
Gender



Location



Age



✓ in general, awareness of the impact of unintentional injury increases with age.

So where to from here?

This online survey is a tool - a snapshot in time. While it's not hard data (Safe Saskatchewan is also conducting focus groups and a telephone survey of Saskatchewan residents), what it reveals supports a number of key objectives set by Safe Saskatchewan.

Awareness

Awareness of the impact of unintentional injuries, whether it's measured in economic cost, hospitalizations, or direct cost to our health care system, is underestimated and not well known.

Safe Saskatchewan will work to develop a social marketing campaign to raise awareness, share the facts, and prepare people with the knowledge they need to make better choices regarding situations that can cause injury.

Engagement

The fact this simple survey attracted over 1,000 respondents, interest from business, healthcare providers, and those already working in the field of injury prevention, suggest that many people are engaged by this topic. Connecting and mobilizing all these sources of passion is another role for Safe Saskatchewan.

Safe Saskatchewan looks forward to working with everyone to ensure that at work, home or play, safety is part of a better way of life!

Survey Questions and Scores

#	Question	Answer	% Correct
1	Accidents are just that: acts of fate that cannot be prevented.	FALSE	98%
2	Unintentional injuries cause a \$500 million dollar annual drain on Saskatchewan's economy. The amount is actually estimated at \$1 Billion a year!	FALSE	10%
3	People who work in an office have a better chance of being injury free.	FALSE	76%
4	A reduction in off-the-job injuries of 10% would have an overall savings to Saskatchewan of \$25 million annually. The real amount is more than twice this - about \$60 million a year.	FALSE	33%
5	Saskatchewan's injury hospitalization rate is twice the national average.	TRUE	69%
6	Over 80% of injury costs related to seniors are the result of falls.	TRUE	90%
7	Female seniors are victims of fall injuries more frequently than male seniors.	TRUE	76%
8	The majority of seniors' falls happen in their places of residence. About 70% of them occur where they live.	TRUE	94%
9	18% of seniors' falls hospitalizations result in transfer to a nursing home or geriatric center and 6% result in death. There are about 3,000 hospitalizations due to falls every year.	TRUE	86%
10	The majority of farm or ranch related injuries are caused by livestock and other animals. Injuries from machinery account for 44%, livestock only 16%.	FALSE	83%
11	Farmers must legally provide fire and emergency procedures to every worker on their farm.	TRUE	64%
12	A quarter of all farm fatalities involve children.	TRUE	92%
Average score			72%

For more information contact:

Gord Moker
 Program Coordinator
 Safe Saskatchewan,
 (306) 757-3197
 gmoker@sasksafety.org

