

**Alberta Occupant Restraint Program  
2004-2005 Work Plan**

Alberta Occupant Restraint Program (AORP)  
Work Plan 2004-2005

## **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.

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**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 2004-2005 with projections for 2005-2006. (3 year budget cycle)	Action 1-1: Business proposals to Alberta Health & Wellness, Alberta Transportation, RCMP & ACICR to support core funding and administrative support for the coordination, administration and communication plans.	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 \$3500 Research & Data  ACICR Administrative responsibility for coordinator position	January 30, 2005	Core programming is funded for a one-year commitment.
	Action 1-2 MOU's are reviewed and invoice process completed by the University of Alberta.	Coordinator	NA	January 30, 2005	Invoices as per MOU's are forwarded to AB Tran. & RCMP. Alberta Health & Wellness receives as part of ACICR grant.
	Action 1-3 Seek opportunities to promote AORP communication materials to provincial, municipal and national traffic safety stakeholders on a cost share/cost recovery basis.	Co-chairs Coordinator PSC	NA	Fiscal year	Where appropriate other stakeholders, provinces will support and use AORP materials and plans.

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	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		
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, 2004	Each organization represented at the steering committee supports 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

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**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: Continue planning process for 2004 Rural Seat Belt Survey	Action 1-1: Continue survey planning process within new RHA/RCMP boundaries for data collection and comparison to 2001, 1999 surveys.	RCMP, TANCO's ACICR Coordinator	Agency participation	Survey: June 2004	Survey completed
	Action 1-2: Confirm data input & analysis and report writing time lines and responsibility.	RCMP & ACICR Coordinator	\$3500.00 (RCMP committed)	August 2004	
	Action 1-3: Site survey selection reviewed and confirmed	RCMP, TANCO's Coordinator	NA	March 2004	
	Action 1-4: Provincial Planning/training meeting set for survey coordinators	RCMP, TANCO's Coordinator	\$800 Alberta Health funds	April 2004	
	Action 1-5: Coordinator/training manuals completed and provided to contacts.	Coordinator	NA	May 2004	
	Action 1-6: Volunteer training conducted by local survey coordinators	RCMP/RHA coordinators RCMP RHA's	NA	April 2004	

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		Coordinator			
	Action 1-7: Materials forwarded to coordinators for distribution to volunteers	RCMP RHA's Coordinator	NA	May 1, 2004	
	Action 1-8: Survey forms returned for data input.	RCMP	NA	June 15, 2004	
	Action 1-9: Data analysis, preliminary report writing and distribution.	ACICR RCMP Coordinator	NA	September 2004 (preliminary)	Report completed/ distributed to primary partners and stakeholders.
Priority Two: Collaborate with First Nations Inuit Branch Health Canada in the development of a strategic plan to address the occupant restraint issue in aboriginal communities across Alberta.	Action 2-1: Collaborate with FNIHB and Metis settlements to develop an appropriate action plan. (see appendix)	Coordinator PSC Research SC	NA	Fiscal year 2004	Action plan developed for 2004 and survey completed in one area.
Priority Three: Collaborate with ACICR, Transport Canada, police, RHA and stakeholders to develop an Alberta child restraint study focusing on child passengers under the age of 16.	Action 3-1: Collaborate with ACICR to develop appropriate methodology	ACICR Research SC Coordinator	NA	For 2005	1. Survey methodology completed. 2. Survey funded by external organizations.

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Priority Four: Research appropriate community based interventions to increase seat belt use among non-compliant occupants (high risk) drivers/passengers between ages of 16 – 35.	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, 2005	Interventions identified and prepared for distribution/dissemination to primary contacts for possible implementation in local communities.
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**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 STEPS	Action 1-1: Provincial communication and briefings on STEP campaigns through teleconference and provincial meetings to discuss with traffic managers of appropriate enforcement agencies and primary contacts their participation in STEP.	Co-chairs Coordinator Enforcement members	Agencies participation	January/February 2005	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	October 2004	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 2005	Enforcement agencies are provided information.
Priority Two: Ensure consistent occupant restraint message carries across all campaigns.	Action 2-1 Communication materials are distributed to enforcement contacts.	Coordinator	NA	April/Sept 2005	AORP enforcement contacts are provided materials.

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Priority Three: Increase/optimize alignment between enforcement agencies on provincial STEP campaigns.	Action 3-1 Discussion held with enforcement agencies on collaborating on provincial STEP campaigns.	Co-Chairs Coordinator	Agencies participation	Fall Roundtables	Discussion completed for 2004-2005
	Action 3-2 Increase RCMP detachment participation and involvement through communications/briefings/meetings.	RCMP OIC Coordinator	\$800.00 Alberta Health funds for coordinator presentation at RCMP strategic planning sessions.	Fiscal year 2004-2005	Detachment involvement increased over 2003-2004
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 2004-2005	Two provincial STEP campaigns completed

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Priority Five: AORP will request from participating enforcement agencies STEP results and appropriate seat belt data.	Action 5-1 Coordinator and enforcement agencies will liaise re: STEP schedule by February 2005	Coordinator Enforcement agencies	NA	February 2005	
	Action 5-2 AORP will forward a request form to collect seat belt data from enforcement agencies.	Coordinator	NA	December/January 2005	
	Action 5-3 Disseminate seat belt data through AORP primary contacts	Coordinator	NA	Fiscal year 2004-2005	

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**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.**

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Timelines</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	NA	September 2004	
	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	\$6,800.00 from Alberta Health funds		
Priority Two: Continue provincial support of STEP campaigns.	Action 1-1: May/October, ensure radio, billboards, electronic media kits, provincial release are prepared and provided to primary contacts.	PSC Coordinator	\$200,000.00 from Alberta Transportation communications funds.	May/October 2004-2005	
	Action 1-2: Provide primary contacts with "Updates"	Coordinator	NA	quarterly fiscal year 2004-2005	

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Priority Three: Develop/implement a resources ordering system to disseminate communication materials.	Action 3-1 Determine host organization for ordering of materials	Coordinator, AORP member organizations	To be determined	March 2004	Ordering system in place by Dec. 2004
Priority Four: Conduct focus test with non-compliant drivers to develop appropriate communication materials.	Action 4-1 Contract company for focus testing of materials	Coordinator Research SC Education SC	accounted for in communication funding	March 2004	
Priority Five: Implement communication plan to increase public awareness of the need for booster seats.	Action 5-1: Identify and prioritize tasks within booster seat communication plan to implement provincially.	Coordinator Research SC Education SC Communication SC Calgary Health Region	To be determine in April 2004	March 2004	
Priority Six: Maintain website developed and hosted by Health in Action.	Action 6-1 Provide HIA monthly updates for hosted website.	Coordinator	\$1750.00 Alberta Health funds	February 2005	Hosted Website is maintained for 2004-2005
Priority Seven: Seek opportunities to ensure Rollover Simulator is utilized as an tool for communication of the occupant restraint message. (see appendix one)	Activity 7-1: Identify opportunities for the use of the Rollover Simulator to heighten public awareness during STEP campaigns and ensure a consistent provincial message.	Coordinator Communication SC Co-chairs	Funded externally	March 2004	Rollover presentation used to support occupant restraint activities.

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	Activity 6-2: Identify media opportunity for spring and fall STEP campaigns to use Rollover Simulator.				
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**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	Timelines	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	\$1100.00 Alberta Health funds	September 2004	Education kits distributed
Priority two: Development and implementation of a 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 development of a provincially based strategic document defining goals/objectives and strategic priorities and actions to achieve booster seat legislation by 2010.	Education SC Coordinator	NA	Fiscal year 2004-2005	Plan developed and approved
	Action 2-2 Development and implementation of 12 month action work plan for 2004-2005.	Education SC PSC Coordinator	\$1250.00 Alberta Transportation Funds (mail out of FACT sheet) \$10,000 requested for support of booster seat education	Fiscal year 2004-2005	FACT sheet received by target groups.

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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 2004-2005	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 2004-2005	Resources shared between organizations.
Priority Four: Track information from child restraint TTA sessions.	Action 5-1: Provide primary contacts with directions on how to fill out and return required forms	Coordinator	NA	November 2004	Forms forwarded to coordinator
	Action 5-2 Re-review and reprint recommendations for withdrawal forms & attendance forms.	Coordinator Education SC	NA	November 2004	Forms reviewed, decision made
Priority Five: Ensure consistent message is provided on participation in "Safety Check" thru updating "Safety Checks Guidelines"	Action: 6-1 Update and provide primary contacts with "Safety Check Guidelines"	Coordinator	NA	April 2004	Updated guidelines completed and forwarded to primary contacts.

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**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>Timelines</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 2004-2005	Develop discussion document
	Action 2-2: Distribute discussion document to MLA's	Coordinator	NA	Fiscal year 2004-2005	document distributed when appropriate
	Action 2-3 Presentation to Standing Policy committee.	Co-chairs Committee organizations	NA	Fiscal year 2004-2005	Discussion on presentation to Standing Policy Committee.
Priority Three: Determine the extent to which medical exemptions are being used.	Action 3-1 Request accounting of medical exemptions as determined by appropriate enforcement agencies.	Coordinator Co-chairs	NA	Fiscal year 2004-2005	Feedback received on medical exemptions.

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**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>Timelines</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	NA	November 2004	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	\$4000.00 Alberta Health funds	November 2004	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 Coordinator	\$500 Alberta Health funds	Fiscal year 2004-2005	Appropriate meetings with enforcement agencies.

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Priority Four: Seek opportunities for collaboration, information sharing and coordination with the provincial traffic safety stakeholders.	Action 4-1: Forward AORP strategic plan and communication plans to the provincial Impaired Driving Committee, Speed management committee and appropriate provincial committees and stakeholders	Coordinator	NA	April 2004	Approved work plans are forwarded to identified groups.
Priority Five: Act on opportunities to share/liaise with National Occupant Restraint Program (NORP).	Action 5-1: Forward AORP strategic plan to Alberta Transportation to forward to NORP. Action 5-2: Continue to work with national to promote National Road Safety Week.	Coordinator	NA	April 2004	Approved plans forwarded.
Priority Six: Participate with provincial partners in the planning and implementation of World Health Day events.				April 7, 2004	
Priority Seven: Develop appropriate partnership with CHR to support the piloting of a community based booster seat promotion campaign.	Action 7-1 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 2004-Feb 2005.	Successful pilot in CHR

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	Action 7-2 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 Eight:	Action 8-1 Work with provincial stakeholders to implement the Injury in Alberta conference.	Coordinator	\$1250.00 Alberta Health funds	October 2004	Conference conducted and attended.
Priority Nine: The development of a strategic plan to address the non-compliant occupants (NCO's)	Action 9-1 Task communications sub-committee with the development of the strategic plan to incorporate focus tests results.	Coordinator Research SC Education SC Communications SC	NA	Fiscal year 2004-2005	NCO Strategy developed for implementation 2005-2006.

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**Appendix 1: Rollover Simulator**

**Goal: Use Rollover simulator for educational sessions and public awareness opportunities.**

<i>Objective</i>	<i>Activity</i>	<i>Responsibility</i>	<i>Resources Required</i>	<i>Timelines</i>	<i>Measurement/Outcomes</i>
Priority One: To use the Rollover Simulator in conjunction with the RCMP PowerPoint presentation as a tool to increase public awareness of the consequences of the non-use of occupant restraints.	Action 1-1 Ensure units are re-painted, decaled and tow units are in place for January 15, 2004.	AORP Coordinator	Allianz	Janaury 2004	SAD unit is operational for January 28, 2004 NAD unit is operational for February 2004
	Action 1-2 Coordinate with Allianz and their communication company on appropriate communication components to accompany Rollover Simulator community presentations.	Coordinator Communications agency	Allianz	April 2004	Communication plan is approved and implemented by April 2004.
	Action 1-3 Provide RCMP/enforcement partners with guidelines and communication tools to support presentations.	Coordinator Communications agency	NA	April 2004	Communication tools distributed.
	Action 1-4: Provide generic presentation kit, which allows for inclusion of community/local data.	RCMP Traffic management AORP Coordinator Communication agency			

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Priority Two: To track the number of locations, presentations, audience sizes and feedback from presentations.	Action 2-1 All members using the Rollover Simulator are to ensure appropriate forms are completed and returned to RCMP Traffic Services HQ.	Coordinator	NA	Fiscal year 2004-2005	Forms are forwarded to HQ Traffic Services.
	Action 2-2 AORP coordinator to forward to all rollover simulator contacts, the project overview/outline.	Coordinator Communications agency	NA	April 2004	Primary contacts are provided and aware of the project guidelines/parameter/communication requirements.

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Appendix Two: Aboriginal Seat Belt Survey 2004  
 Goal: Original: To conduct a seat belt survey to determine usage rates for aboriginal/first nations communities.

Goal: Revised: To assist in the development of a strategic plan to address the occupant restraint issue for aboriginal communities in Alberta, ensuring key issues as identified are incorporated. Key issues: 1. **Data**: ensure data collection thru a seat belt survey, 2. **Education**: interventions are developed and ready to implement, 3. **Capacity building**: the strategic plan accommodates the Community mobilization model.

Goal	Objective	Activity	Responsibility	Resources Required	Timelines	Measurement/Outcome
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<p>Priority One: Revised To assist in the development of a strategic plan to address the occupant restraint issue for aboriginal communities in Alberta. Key issues;</p> <ul style="list-style-type: none"> <li>- <b>Data:</b> ensure data collection thru a seat belt survey,</li> <li>- <b>Education:</b> interventions are developed and ready to implement,</li> <li>- <b>Capacity building:</b> the strategic plan accommodates Community mobilization model.</li> </ul>	<p><b>1. Data:</b> ensure data collection thru a seat belt survey.</p>	<p>Activity 1-1 Confirm with Health Canada data analysis on a community-by-community basis.</p>				<p>Responsibility for Data analysis confirmed for February 2004</p>
		<p>Activity 1-1-1 Confirm data input based on observational survey forms provided for the Alberta Rural Seat Belt Survey.</p>				
		<p>Activity 1-2 Contact communities identified at the AORP roundtables and Aboriginal conference interested in conducting seat belt survey on Aboriginal/First Nations regions.</p>				
		<p>Activity 1-3 Identify primary contacts for interested regions and obtain buy-in from community leaders.</p>				
		<p>Activity 1-4 Provide to primary contacts; survey information, site criteria forms, training, training manuals, volunteer recruitment training, data collection forms and validation forms.</p>				
		<p>Activity 1-5 Data collection forms forwarded to Health Canada for analysis and report writing.</p>				

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	<b>2. Education:</b> interventions are developed and ready to implement,	Activity 2-1 Review and revise Engineered Life space presentation for appropriate community groups.				
		Activity 2-2 Review and revise radio ads to ensure appropriate message for identified audience.				
		Activity 2-3 Review and revise poster/billboards to ensure message is appropriate for identified audience.				
		Activity 2-4 Provide educational materials to identified primary contact for use in school presentations, public presentations and enforcement presentations.				
		Activity 2-5 Coordinator ensures feedback forms are forwarded.				
	<b>3. Capacity building:</b> the strategic plan accommodates the Community mobilization model.	Activity 3-1 Primary contacts identify community champions to assist in project planning, survey data collection and education sessions.				
		Activity 3-2 Provincial coordinator supports/facilitates community development and local initiatives, tracks initiatives.				

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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