



Kidsafe Northern Territory (NT) Incorporated has been working to create a safer world for Territory kids since 1983. We pride ourselves as NT's lead non-government, not-for-profit, charitable community organisation dedicated to the prevention of unintentional childhood injuries and reducing the resulting deaths and disabilities associated with injuries from birth to 15 years through education, research, advocacy and environmental, legislative and behaviour change.

## OUR VISION

**A safer world for Territory kids**

## OUR MISSION

To make a safer world for Territory kids by leading the promotion of action to highlight and to minimise the unacceptable level of risk and consequence of injury to children in our adult-focused world.

## OUR VALUES

- **Collaboration**– we actively work with families, communities and other stakeholders towards the achievement of our mutual goals
- **Empowerment**– we strive to work in a way that empowers families and communities to increase their capacity to adopt safer practices and make the environment safer for children
- **Integrity**– we strive to act with integrity in all our actions
- **Excellence**– we strive to provide quality programs and services to support child injury prevention
- **Leadership**– we strive to provide effective leadership and adopt innovation in child injury prevention

## Strategic Priorities 2017-2020

1. To implement evidence based and targetable childhood road and home injury prevention programs to meet the needs of the NT.
2. Increase the awareness, effectiveness and reach of child injury prevention programs in the NT through strategic partnerships and stakeholder collaboration.
3. Develop a sustainable business model by increasing and diversifying income
4. Be the lead advocate in the NT for improved policy, standards and legislative change to reduce childhood accidents hospitalisations and deaths in children from birth to 15 years.
5. Extend our geographic reach to remote and regional communities with significant challenges in childhood accident and injury prevention.