

**International Society for Violence and Injury
Prevention (ISVIP)**

REVISED BUSINESS PLAN

(concluded upon at the meeting of the ISVIP-Steering Committee on
8th of October 2005 in Geneva)

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0 INTRODUCTION

This business plan is the result of a number of consultations that have taken place over the past three years. The initiative for sounding the opportunity in view of creating an international society in the injury and violence domain, has been taken by the members of the network of WHO-Collaborating Centers. It trusted the International Organizing Committee (IOC) for the series of World Conferences, a group of five centers under the leadership of the WHO-VIP programme director, the task to develop proposals in view of creating an international society.

As a result of that, the IOC presented a proposal and business plan for ISVIP at the 7th World Conference in Vienna, June 2004. The soundings and business meetings held during the 7th World Conference confirmed the need for creating such a society and the IOC has been invited by the conference participants to make the necessary preparations in order to ensure a full launch of ISVIP at the 8th World Conference in Durban. In view of that the IOC invited interested parties to nominate themselves for membership of a temporary Steering Group, whose task would be to create the Society and prepare its first meeting of Members and election of the Board at the 8th World Conference in Durban, 2006. The members of the Steering Committee are listed in Chapter 6.

Since June 2004, it revealed to be difficult to generate, within such a short time span, the resources and capacity for creating the society in its full scope as foreseen in the business plan 2004. Therefore, at a meeting held on 8th October 2005, the Steering Committee decided to have ISVIP starting at a lower level of ambition and package of services, than originally proposed. It is envisaged that the series of World Conferences will provide ISVIP the nucleus for further development and growth. Therefore it is decided to have membership being primarily based on conference registration and to expand membership and partnership with sponsors and affiliated organizations based upon that, and accordingly the scope of services to be provided by ISVIP to its members. The current business plan is a reflects this principle.

1. STRATEGIC INTENT

1.1 Vision

Injury is a major threat to health in every country of the world. Injuries due to accidents and violence are responsible for nine percent of global mortality and 12 % of the total burden of disease world wide. This proportion is predicted to rise over the coming years. In many countries injury is the leading cause of premature death. Seven of the 15 leading causes of death for people between the ages of 15-44 years are injury-related. For all societies the burden of injury is immense in terms of resulting disabilities, health expenditures, lost productivity, personal suffering and loss of quality of life, however, most injuries have a particularly high impact in societies where income is low.

Injuries, whether they are intentional or unintentional are preventable and are not happening at random. By studying their causes and how to address them, we have been able to increase global knowledge about injury prevention and implementation of good practices. There are many good examples of effective prevention programmes that work in divergent settings (road, home, work, school, community) and address factors that can control injury risks (for instance through engineering, enforcement and education). Co-coordinated efforts in injury prevention will prevent the spread of a growing world wide epidemic.

ISVIP will become a visible international champion in promoting injury prevention and safety promotion. It will provide an opportunity for all relevant stakeholders for global advocacy and the advancement of capacity building in view of injury prevention and research.

1.2 Mission

ISVIP is dedicated to establishing global commitment to violence and injury prevention through advocacy and public policy action and consequently by enhanced research, education and prevention efforts.

1.3 Key goals

The goals of ISVIP are to:

- facilitate information exchange, collaborative efforts and partnerships among practitioners, policy makers, advocates and researchers;
- advocate at national and international level for increasing investment in injury and violence prevention and research;
- organize scientific conferences and meetings, particularly the World Conferences on Injury Prevention and Safety Promotion under the agreement established with WHO and the groups of Collaborating Centers;
- promote capacity development for injury and violence prevention and research.

2. BACKGROUND AND RATIONALE

It is recognized that while communication within the various sectors of injury prevention, such as violence, road safety, occupational safety and home safety, are developing, communication between these sectors is still in its infancy. This underscores the great value of intersectoral exchange and collaboration in the entire field of violence and injury prevention. At the same time there is a growing awareness of the role public health may fulfill in this respect.

WHO has over the past two decades created a network of lead agencies in the field of injury prevention, each of them having extended networks of relevant agencies and experts in their own field and region: the group of Collaborating Centers for Injury Prevention and Control.

The series of World Conferences, organised since 1989 by the group of Collaborating Centers, have not yet led to the much desired creation of a recognizable global entity with representation from all sectors. The World Conferences have created a momentum and generated the need for new mechanisms to ensure that the conferences are based on the needs, views and interest of the broader injury community.

Over the years the need for an international body representing the field of injury prevention and control has emerged. While WHO is playing that role to a certain extent, it remains a Secretariat of Governments. At this stage however, no international NGO covering the full spectrum of injury and violence prevention exists.

In order to further encourage and support the strengthening of the field, a strong global injury platform is needed that is a strong advocate for injury prevention and is based on a broad geographical and professional representation. Such an organization would become an important partner for WHO in its consultations with the field and in its developing collaborative programmes for injury prevention.

It was suggested that such an umbrella organization would champion the global cause of injury prevention and should be :

- Civil society based and representative of the different sectors and stakeholders in injury prevention
- Structured as a not for profit organization so that it can receive philanthropic support
- Financially independent (generate income from multiple sources so that it is not beholden to a single interest group)
- Able to accommodate various thematic and professional areas related to injury and violence with which various stakeholders can identify
- Able to partner with existing organizations
- Have a governance structure that accommodates representation from various stakeholders and regions.

3. OPERATING ENVIRONMENT

3.1 Recent developments

Over the past years interest in injury prevention has risen steadily. For example, while for its first 40 years of existence the World Health Assembly passed one Resolution on injury prevention (WHA 27.59 on road traffic “accidents”) during the last decade it passed 5 (WHA 49.25, 50.19 and 56.24 on prevention of violence, WHA 51.8 (anti-personnel mines) and WHA 27.59 on traffic injury prevention. A Department for Injuries and Violence Prevention was created in WHO in March 2000. The World report on violence and health was launched by 40 countries and endorsed by the WHA, the African Union and a number of other organizations. More recently, World Health Day 2004 on Road Safety and the World report on road traffic injury prevention have served as platform to raise awareness about road traffic injury prevention.

Regional networks and conferences such as the Injury Prevention Initiative for Africa (IPIFA) or the First Asia Pacific Injury Prevention Conference have also emerged. The Safe Communities movement is growing steadily. A global Road Traffic Injuries Research Network is now operational. An increasing number of schools of public health are now teaching injury prevention. A number of journals cover the entire spectrum of injury prevention and several more focus on sub types of injuries. A growing number of developing countries have developed national strategies for injury prevention. Several ministries of health have recently appointed focal points for injury and violence prevention.

All of these changes reflect a growing interest in injury prevention and underline the need for an entity that provides the opportunity to share information, involve the field broadly in these activities and mobilize expertise to strengthen this progress even further.

3.2 Similar international bodies

In the field of injury and violence prevention various international organizations already exist. These include but are not limited to:

- International Society of Child and Adolescent Injury Prevention (ISCAIP)
- International Society for Prevention of Child abuse and Neglect (ISPCAN)
- International Society for Burn Injuries
- International Traffic Medicine Association
- Association for the Advancement of Automotive Medicine
- International Association for Suicide Prevention (IASP)
- Road Traffic Injuries Research Network (RTIRN)

None of these organizations however bring together scientific and civil society constituencies under a single umbrella organization for the cause of the prevention of intentional as well as unintentional injury.

The functions of ISVIP will not conflict or compete with those of the other institutions as set out above. In fact, it is envisaged that the institutions will where possible work together to further the interests of their members and the cause in general.

4. STRATEGY

4.1 Self-regulating and self-funding

ISVIP will be an institution established by and for its members. It will be self-regulatory and will function as an independent organization. The series of World Conferences will provide ISVIP its primary membership base, by having registrants at the Conferences becoming automatically members of the organization. The first time this will occur is for the participants at the Durban conference (free of charge). In the fees for following conferences (2008 and following) a small part will be included as being membership fee for the following two years. Preliminary the rates for membership has been put at 30 USD per year for low income countries and 50 USD for all other countries. Students may register at 20 USD, respectively 30 USD a year.

Being a self-regulating body, ISVIP will be required to be self-funding. Funding for ISVIP will primarily be in the form donor funding, membership fees and other incidental revenue lines.

As noted above, ISVIP will be a cause specific representative body that will serve the interests of its members

In order to achieve the foregoing, ISVIP will offer the following products and services. The various products and services will be introduced over a period of time as envisaged below.

Product / service	Short-term (1 year)	Medium-term (1-3 years)	Long-term (3+ years)	Revenue generator
<u>Profession representation</u>				
§ Lobbying and publicity				No
§ Information dissemination				Yes
§ Facilitation of networking				Yes
<u>Conference Organizing</u>				
§ International Conference				Yes
<u>Research</u>				
§ Generation and co-ordination of Collaborative projects				Yes
§ Training and course certification				Yes

4.2 Funding needs

In terms of the Short Terms Objectives, i.e. creating the society and the momentum for advocacy activities, the following activities need to be set in place:

1. Establish a legal entity for ISVIP (by laws & registration).
2. Establish corporate identity for ISVIP (website, newsletter and other marketing materials).
3. Create operational structures and administrative infrastructure for ISVIP (including a country system).
4. Develop a marketing and funding policy and implement these.

Activity	Cost (USD)			
	2005	2006	2007	2008
- Coordination & strategy	5,000	15,000	20,000	25,000
- Legal administration	10,000	-	-	-
- Com. (web/newsletters/flyers)	5,000	10,000	10,000	10,000
- Out of pocket costs (print)	-	20,000	20,000	30,000
Total	20,000	45,000	50,000	65,000

4.3 Marketing strategy

The marketing strategy will be to focus upon securing the support from stakeholders both institutional and individual in the violence and injury prevention sector. The salient objective of the strategy will be to enable utilizing the 2006 Conference as the ultimate marketing platform for potential donors and sponsors, and for securing a substance volume of members (all registrants)

ISVIP will attract members for the following reasons:

- By becoming a visible international champion in promoting a the cause of a world free from injury and violence it will attract individuals and organizations with a shared vision
- By demand for the superior product and service offerings

- By providing an opportunity for input in the preparation of the World Conferences

4.4 Key strategic risks

The following matters are the key strategic risks and how they will be mitigated:

Strategic risk	Mitigating factor
Leadership role	The appointment of an appropriate board and secretariat as discussed elsewhere in this plan.
WHO recognition	WHO is currently involved in the start-up of ISVIP
Slow uptake in membership and time required to reach critical mass	Conference registration to be structured to include a membership option
Conflicting roles of sector representative bodies	ISVIP will hold regular discussions with other representative bodies in the sector to ensure mutual support rather than conflicting objectives.
Diverse membership interest base	Dissemination of general information that is relevant to all stakeholders.
Financial feasibility	The annual membership fee needs to be subsidized through additional income generation schemes e.g. conference surplus
Board and secretariat losing touch with members	Clear accountability of the board and secretariat to the members in a transparent manner

4.5 Strategic partners

ISVIP will be able to draw on the following developments in pursuing its cause:

- Global public concern about violence and injury
- A scientific conference that can be evolved into a broader based forum
- A network of collaboration centers
- Various international societies focusing on injury prevention

- Strong civil society movements relating to violence and injury e.g. movement around landmines
- Media interest in the subject
- Various dedicated journals
- Countries with dedicated injury prevention programmes
- Existing research partnerships

ISVIP will have specific strategic partners in the form of:

- ◆ WHO (HQ and Regional Offices)
- ◆ The group of WHO Collaborating Centers on Injury Control
- ◆ Affiliated member organizations
- ◆ Other international societies working on thematic issues related to injury
- ◆ Lead national institutions

4.6 Public and corporate sponsors

ISVIP, under the condition that it attracts a substantial membership base of over 1.000 members, may be attractive for both public and corporate sponsors. For the latter category a set of sponsorship rules will be prepared for final endorsement by the ISVIP-members.

In the meantime a fundraising plan will be prepared before the Durban conference and potential sponsors will be sounded in the lead up to the conference and invited to be at the conference. Potential public sponsors are to be found in government agencies (CDC/ Swedish and Danish foreign aid agencies). Corporate sponsors may be found in the car and truck industry, oil companies, delivery services (UPS/ TNT) and insurance business.

4.7 Projected membership and sponsorship base

An analysis of the projected membership base is set out below:

Membership category	2006	2007	2008
Individual members (average annual fee 40 USD)	1,000* (-)	1,200 (8,000 USD)	2,000 (80,000 UDS)
Public and Corporate sponsors (average contribution 5,000 USD)		5 (25,000 UDS)	10 (50,000 UDS)
Total	(-)	(33,000 UDS)	(130,000 UDS)

* 2006 free of charge

5. MEMBERSHIP BASE AND STRUCTURE

5.1 Membership value

Through membership of ISVIP individuals and organizations ensure their involvement in:

- advocacy at an international level for increased investments in injury and violence prevention;
- the expanding network of professionals and professional bodies in this field (capacity building);
- preparation of international conferences and events such as the World Conference on Injury Prevention and Safety Promotion;
- actions and projects initiated in an international perspective for injury prevention and safety promotion (collaborative projects).

Members will receive regular reports (bulletin) on latest news in the field and will be entitled to reduced fees for conference registration.

5.2 Potential membership

Members will be “legal or natural persons whose activities or objectives clearly relate to the cause of violence and injury prevention.

Membership will be open to the public sector and related governmental and semi-governmental institutions such as in the field of public health, from academic institutions, NGO’s, advocacy groups, victims organizations, and business.

Members will represent in the end a wide variety of professions such as epidemiologists, safety researchers, public health workers, designers and urban planners, engineers, regulators, enforcement officers, risk communicators, safety promotion practitioners, entrepreneurs, manufacturers retailers and marketers, professionals in emergency care, trauma care and rehabilitation.

5.3 Membership categories

Individuals and institutions will be entitled to apply for membership at the respective categories as set out below. The fees for membership will be derived from common practice in other organizations.

Individual membership

Individual membership is open for any individual who has an interest in injury research and prevention. Individual members possess one vote in policy decisions. For members from low and middle income countries a differentiated fee will be charged. (Status of countries will be determined based on the latest World Bank classification). Students or young professionals will also be entitled to reduced fees.

Affiliated member organizations

This relate to international or regional societies and associations the are connected to the mission of ISVIP and want to link in with the activities of ISVIP and its policy and decision making process. These organizations have to meet the following criteria:

- status as a not for profit or public organization;
- recognition as a centre of expertise in at least one of the main thematic fields injury research and prevention or on cross cutting issues related to injury prevention such as epidemiology, ergonomics or risk communication.

Public and Corporate sponsors

Public and Corporate bodies that endorse the principles of the Society and want to contribute financially to support it are registered as Sustaining Members. According to the level of their contribution they will be registered as gold, silver or bronze Sustaining Members. These Sustaining Members do not hold office nor vote in the meeting if ISVIP-Members.

Exemptions and honorary memberships

The Board will consider and where appropriate approve honorary memberships, from time-to-time in strict accordance with the provisions of ISVIP's memorandum of incorporation and by-laws.

5.4 Structure

Statutes should be drawn in such a way that the society will be accepted as a charity by the taxation offices. Further research should be done into where to establish the Society, as national regulations and rules differ quite a lot with respect to tax exemption and the like. It might be an advantage also to have the society established in the same country as the permanent secretariat, or chief executive office, will be based.

Consultation of Members

The decision making power should be always in the registered membership of the society. The General Meeting of Members is the proper occasion to table proposals, work plans, budgets and reports on activities and finances for approval by the Members. These meetings of the ISVIP-members will be held in conjunction with the bi-annual World Conferences as that is the event that attracts most of the members.

Board

For ensuring a strong regional base for the society and a rapid growth in membership adherence, it is important to have regional representation at the Board. The Board needs also to focus on its oversight tasks, instead of executive tasks which are delegated to the secretariat and working groups/ committees. Therefore it is advised to limit the number of members to twelve, two from each of the six WHO-regions, to be elected for four years at the General Meeting of Members. The Board may invite representatives of affiliated organizations such as WHO to attend their meetings as observer.

The Board membership will also ensure gender and thematic representation.

Secretariat

The Society needs a professional secretariat that is entrusted the implementation of strategy, directions and action plans as agreed upon by the Board and the General Meeting of members.

Active membership recruitment is indispensable element in view of attracting the necessary resources for staffing the secretariat.

5.5 Sections

It is envisaged to establish a number of sections that are exploring issues of scientific and practical interest related to the injury prevention and research. These sections, represented by their respective chairs, have an advisory role to the Board and may put forward proposals for working plans, strategy, and statements on behalf of the Society. It may initiate joint research and other activities and will also serve scientific committee for the series of World Conferences.

The following sections are foreseen: road safety, consumer safety and product safety (including home, schools, play yards), sport and recreational safety, work safety, violence prevention, suicide and self harm, research and methodology, injury surveillance and data systems, safety promotion (incl. SafeCom), and trauma systems.

These sections will be governed under a set of house rules, to be decided upon by the Board after its being elected at the 8th world Conference in Durban.

5.6 Special Committees

The Board can create special committees in order to carry out well described tasks under the responsibility of the Board. It least committees are envisaged to establish:

- the Organizing Committee for the World Conference
- the Committee for exchange on and development of training courses
- Committee for resource development (i.e. funding the cause of injury prevention and research)

The newly elected Board will decide upon these committees and the procedure for nomination and election of the Committee members. A set of house rules will be established in the course of the second half of 2006.

6 TIMELINE

Task	Who will be involved	When
<ul style="list-style-type: none"> • Rework of final brief for society, its mission, structure and organization 	<ul style="list-style-type: none"> • Steering Committee 	Autumn 2005
<ul style="list-style-type: none"> • Drafting by-laws and election procedure 	<ul style="list-style-type: none"> • Wim/Charlie/Jacques 	December 2005
<ul style="list-style-type: none"> • Communication plan 	<ul style="list-style-type: none"> • Maria and Leif 	November 2005
<ul style="list-style-type: none"> • Briefing & design website/Newsletter 	<ul style="list-style-type: none"> • Maria and Leif 	December 2005
<ul style="list-style-type: none"> • Fund raising plan (incl. sponsorship rules) 	<ul style="list-style-type: none"> • Gustaaf/Etienne/Rick 	December 2005
<ul style="list-style-type: none"> • Preparation voting and Membership meeting Durban 	<ul style="list-style-type: none"> • Charlie and Leif 	December 2005
<ul style="list-style-type: none"> • Formal establishing of organization • Registration of members 	<ul style="list-style-type: none"> • Maria and Leif 	January 1, 2006
<ul style="list-style-type: none"> • Election of full board 	<ul style="list-style-type: none"> • Steering Committee & secretariat 	2-5 April 2006
<ul style="list-style-type: none"> • Creation of sections • Agreement WHO-IOC-ISVIP on ownership World Conference series • All other decisions and actions 	<ul style="list-style-type: none"> • Board 	Second half 2006

Steering Committee

Representatives of regions:

- John Langley (Australia NZ-region)
- Charlie Mock & Rick Waxweiler (US-centers)
- María Isabel Gutiérrez (Latin America)
- Olive Kobusingye (African region)
- Wim Rogmans & Leif Svanström (European region)
- Gustaaf Wolvaart (Observer)

Representatives of relevant sectors:

- Yousif Rahim (Safe Communities)
- Jacques Latarjet (Burns)
- Dinesh Mohan (Traffic Safety)
- Maureen Shaw (Occupational Safety)
- Adnan Hyder (ISCAIP)
- Etienne Krug (WHO)