

SEAN KELLS AWARD FOR COMMUNITY SAFETY

Purpose

Established in 2002, Safe Communities Canada wishes to recognize corporations for their commitment and success of national initiatives that focus on safety promotion, injury prevention and have a significant community focus that demonstrates the potential for change to help make Canada one of the safest places in the world to live, learn, work and play.

Recipients are announced in November of each year and presented at a ceremony in consultation with the recipient.

Previous recipients include **CN** [All Aboard for Safety], **Insurance Bureau of Canada** [Operation Red Nose], **TD Bank Financial Group** [ThinkFirst for Kids], **Johnson & Johnson** [Safe Kids Canada Safe Kids Week], **The Co-operators** [Business Block Parent Program], and **Rogers Cable** [Pumpkin Patrol Program].

Eligibility Standards & Criteria

The selected initiative must meet the following:

- Has been in existence for a minimum of two years prior to the date of nomination
- Community-based participation that includes and advances the well-being of people in local communities
- Significant and measurable impact has been achieved across Canada

Consideration will be given to one or more of the following factors:

- Significant commitment to the promotion and execution of the initiative including financial and human resources and public relations/media support
- Significant impact on heightening awareness about safety and injury prevention
- Participation at all levels of the organization are engaged in the planning and execution
- Significant collaboration among a variety of stakeholders
- Furthers the mission of Safe Communities Canada to make Canada one of the safest places in the world to live, learn, work and play