

As a national non-profit organization, the Canadian Agricultural Safety Association (CASA) takes a collaborative approach working with partners to support initiatives that equip producers, their families, and workers with the information and tools needed to recognize risks and manage hazards to keep farms safe.

VISION: Safe and sustainable agriculture where healthy farm communities thrive.

MISSION: To engage with community partners to promote safety and health in agriculture by providing leadership, support and resources.

How stakeholder feedback informed the CASA 2.0: Strategic plan

Stakeholder input is integral to ensure that CASA's initiatives remain aligned with the priorities of its membership, and to identify new opportunities for health and safety programming. In 2020, CASA consulted with stakeholder representatives from provincial groups offering health and safety extension services, provincial and national federations of agriculture, national producer groups, and CASA sponsors.

The following are calls to action based on key highlights from stakeholder responses:

- CASA should be the leading stakeholder engaging on agricultural health and safety initiatives, sharing its knowledge and expertise by being available to partners and stakeholders in order to raise the profile of agricultural health and safety issues across Canada.
- CASA should act as a hub for national producer groups, provincial producer groups, provincial agricultural health and safety program providers, and other health and safety stakeholders to share and learn about programming, successes, approaches, and best practices in other provinces.
- CASA should have a robust and diverse governance approach, including producers that provide input into direction and strategy.
- CASA should work with partners and stakeholders to determine agricultural health and safety best practices that are consistent across Canada.
- CASA should continually work to identify, confirm, and engage with agricultural health and safety stakeholders.

This invaluable feedback will be used to position CASA for future success in championing Canadian agricultural health and safety. To that end, the feedback has already served as the basis for developing CASA's 2021-2023 Strategic Plan.



CASA 2021-2023 Strategic Plan Overview

Focus area 1: Resources Coordination

Goal: To be the national hub for agricultural safety and health resources.

Outcome: Agricultural organizations are supported and linked through the sharing, dissemination and linking of safety and health resources.

Key initiatives:

- 1.1 Include safety as part of sustainability initiatives.
- 1.2 Ensure focused agricultural safety and health training, information, and education based on best practices are made available.

Focus area 2: Awareness and Communication

Goal: To increase the impact of agricultural safety and health communications by coordinating messaging and by supporting partners who advocate for farm safety.

Outcome: Partners who advocate for farm safety are supported through coordinated agricultural safety and health communications.

Key initiatives

- 2.1 Implement a national farm safety initiative supported by stakeholders and partners and provide resources and contacts to media on farm safety and health.
- 2.2 Provide input and knowledge transfer to researchers, standard organizations, and other stakeholders on new research and emerging issues.
- 2.3 Drive and participate in national approaches to agricultural safety and health.
- 2.4 Monitor and collect and share agricultural health and safety articles and reports.
- 2.5 Develop a communications strategy to support goals.

Focus area 3: Community Engagement

Goal: Strengthen relationships and engagement with community partners.

Outcome: Community partners, stakeholders, members, and funders are engaged and support farm safety and health nationally and within local communities.

Key initiatives:

- 3.1 Develop a community partner engagement plan.
- 3.2 Develop a stakeholder and member engagement plan.
- 3.3 Know and engage with stakeholders.

Focus area 4: Responsive Organization

Goal: Financially stable, efficient, and effective operations and board governance.

Outcome: CASA excels at non-profit performance.

Key initiatives:

- 4.1 Governance structure moves CASA forward.
- 4.2 Internal management of the organization focuses on results and impact.
- 4.3 Develop and implement a fundraising plan.