



Strategic Plan 2026-2029 ↗





A Message from the Trauma NB Directors

It is our privilege to present Trauma New Brunswick's 2026–2029 Strategic Plan. This plan represents a clear and deliberate path forward — one grounded in partnership, informed by data, and driven by a shared commitment to excellence in trauma care across our province.

Every day, dedicated teams across New Brunswick provide exceptional care to injured patients under complex and demanding circumstances. This strategy is designed to support those teams by strengthening the provincial trauma system that surrounds them. Through consistent standards, meaningful performance monitoring, and coordinated provincial collaboration, we aim to ensure that every patient receives timely, evidence-based care, regardless of where injury occurs.

At the heart of this plan is a belief that strong systems are built on strong relationships. Over the coming three years, Trauma NB will deepen engagement with our four partners, clinicians, researchers, and communities. We will listen carefully, act deliberately, and measure our progress transparently. Our trauma registry — among the strongest in the country — will continue to guide decision-making, inform education, support research, and drive injury prevention efforts that improve outcomes for New Brunswickers.

This strategy focuses on four integrated priorities: advancing excellence in trauma care, delivering responsive and high-impact education, strengthening trauma research capacity, and reducing the burden of injury through evidence-based prevention. Together, these priorities position Trauma NB to lead a coordinated, learning health system that continuously improves.

We would like to extend sincere thanks to our Advisory Committee, clinical partners, system leaders, and Trauma NB team members whose insight, expertise, and dedication shaped this plan. Your commitment ensures that our goals are both ambitious and achievable.

The work ahead is significant, but so too is the opportunity. By working together, we will strengthen our provincial trauma system and improve outcomes for patients, providers, and communities across New Brunswick.

Vincent Farquhar
Provincial Director

Dr. Cherie-Lee Adams
Provincial Medical Director

OUR VISION

A provincial trauma system that delivers excellent, equitable, and evidence-based care, supported by strong partnerships, informed decision-making, and continuous learning.

OUR MISSION

Excellence in trauma care, injury prevention, education, and research.



KEY ENABLERS TO SUCCESS



STRATEGIC PRIORITIES

2029 OUTCOMES



EXCELLENCE IN TRAUMA CARE

- Trauma Facilities consistently deliver care aligned with national standards
- Performance is monitored through meaningful KPIs and benchmarking
- Trauma system performance demonstrates measurable patient and system improvement

Key initiatives include performance monitoring dashboards, trauma consult services, accreditation gap analysis, improved interfacility transfers, and evidence-based clinical guidelines.

EDUCATION

- Trauma education is data-driven, tailored, and responsive to system needs
- Providers province-wide have access to high-impact, standardized trauma education
- Trauma NB staff are supported through a structured professional development framework

Key initiatives include tailored education offerings, in-situ clinical education, standardized trauma orientation, and provincial trauma education planning.

RESEARCH

- Trauma NB leads and supports high-impact trauma research aligned with system priorities
- Registry data is actively leveraged to improve care, education, and prevention
- Trauma NB is recognized as a trusted and collaborative research partner

Key initiatives include Trauma NB-led research projects, collaborative research partnerships, and a trauma program equipped to support trauma research.

INJURY PREVENTION

- Data-driven initiatives lead to sustained reductions in preventable injuries
- Evidence-based resources are available and support New Brunswickers to make informed decisions
- Partnerships and community engagement strengthen local injury prevention efforts

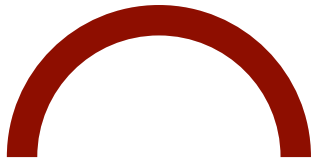
Key initiatives focus on targeted data utilization, modernized prevention resources, strategic partnerships, and community-based injury prevention programs.



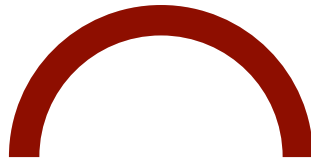
EXCELLENCE IN TRAUMA CARE

Support the highest quality of care for injured patients while reducing the burden of injury in New Brunswick.

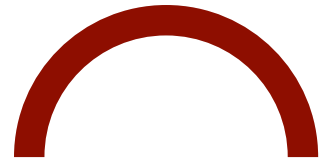
MONITOR PERFORMANCE GOALS BY 2029



New Brunswick trauma facilities consistently deliver excellence in trauma care.

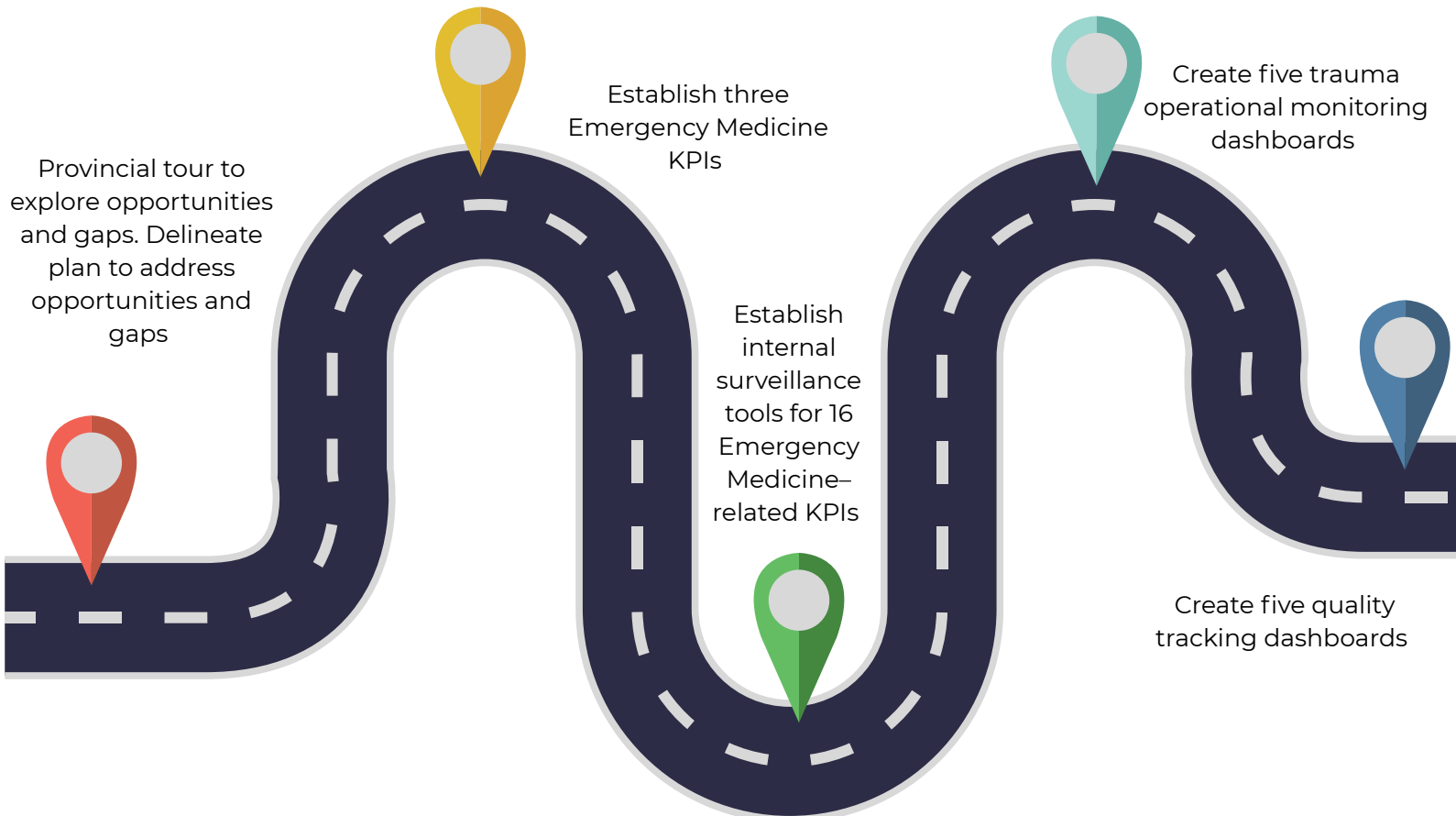


The trauma registry provides timely, quarterly data demonstrating patient and system improvement



Trauma system performance is benchmarked against national standards

Year 1: April 2026 – March 2027





EXCELLENCE IN TRAUMA CARE

Support the highest quality of care for injured patients while reducing the burden of injury in New Brunswick.



TRAUMA CONSULT SERVICE

Goals by 2029

Improved inpatient outcomes through a coordinated trauma consult service

- Reduction of inpatient trauma admission length of stay by four bed days
- A 5% increase in relative survival of admitted trauma patients
- Reduction in inpatient trauma-related healthcare costs by \$1 million annually

Year 1: April 2026 – March 2027

- Define the scope, model, and eligibility criteria for a trauma consult service
- Identify key data elements to measure impact, value, and outcomes
- Engage key clinical, operational, and administrative stakeholders
- Prepare a business case, budget pressure submission/s, and project charter

TRAUMA ACCREDITATION GAP ANALYSIS

Goals by 2029

- Trauma facilities are aligned with national and international accreditation standards

Year 1: April 2026 – March 2027

- Identify gaps in alignment with American College of Surgeons (ACS) Level I and II accreditation standards
- Compare Level I and II trauma centres to comparable national facilities



EXCELLENCE IN TRAUMA CARE

Support the highest quality of care for injured patients while reducing the burden of injury in New Brunswick.



INTERFACILITY TRAUMA TRANSFERS

Goals by 2029

- Interfacility trauma transfers are timely, safe, and of the highest clinical standard
- Clinical outcomes for transferred trauma patients are optimized
- Trauma transfer process is well-defined, standardized, efficient and clearly conveyed

Year 1: April 2026 – March 2027

- Participate in and advocate for advancements through the provincial Critical Care Transport Project
- Conduct a provincial interfacility trauma transfer needs assessment
- Develop an implementation plan to address system gaps identified in the needs assessment
- Streamline the trauma line call process.

CONSENSUS STATEMENTS & CLINICAL GUIDELINES

Goals by 2029

- Trauma NB is a leading provincial source of high-quality trauma guidance

Year 1: April 2026 – March 2027

- Develop a standardized process to create, adopt, review, or update consensus statements or clinical guidance documents
- Increase the number of clinical guidance documents by two
- Review and revise two existing clinical guidance documents



EDUCATION

Unlocking potential, fostering critical thinking, and ensuring change



TAILORED EDUCATIONAL OFFERINGS

Goals by 2029

- Deliver in-situ education offerings informed by a triangulated, data-driven gap analysis that incorporates patient data, learner needs assessments, and expert input.

Year 1: April 2026 – March 2027

- Develop triangulated process to identify tailored educational offerings
- Pilot tailored education offerings at one site

EXCELLENCE IN TRAUMA EDUCATION

Goals by 2029

- Maintain and expand high-impact educational offerings for trauma providers

Year 1: April 2026 – March 2027

- Define a standardized educational framework for physicians and nursing staff
- Define a standardized educational framework for Bi-annual provincial trauma education that is informed by registry data and KPI analysis
- Support implementation of EPICC

INTERNATIONAL PROFESSIONAL DEVELOPMENT FRAMEWORK

Goals by 2029

- Engaging, rewarding, and empowering Trauma NB staff by supporting professional development opportunities

Year 1: April 2026 – March 2027

- Conduct an educational needs assessment for ALL Trauma NB staff
- Map scope, scale and share standardized educational framework for Trauma Control Physician's and Trauma Resource Nurses



RESEARCH

To explore, explain, predict, and improve our trauma system



LEAD PROJECTS

Goals by 2029

- Trauma NB leads excellence in trauma care, education, and injury prevention through Trauma NB led research
- Trauma NB publishes two trauma-related research articles

Year 1: April 2026 – March 2027

- Identify research projects aligned with the Trauma NB Strategic Plan
- Develop proposals and ethics submissions for priority research papers
- Initiate one project and present findings at a local, provincial, or national forum

INITIATE COLLABORATION

Goals by 2029

- Trauma NB is recognized as a trusted and active research partner
- Trauma NB collaborates on and support the publishing of three trauma-related research articles

Year 1: April 2026 – March 2027

- Provincial health and research leaders are identified
- Integrate a collaborator network within Trauma NB
- Develop proposals and ethics submissions for collaborative projects
- Initiate one collaborative project and present findings at a provincial or national forum

RESEARCH NETWORK

Goals by 2029

- The utility of Trauma NB's registry is valued by the research community
- Trauma NB is recognized as a trusted and active supporter of research
- Mobilize multidisciplinary trauma research provincially, nationally, and internationally
- Trauma NB registry data supports four external research projects annually

Year 1: April 2026 – March 2027

- Identify Trauma NB research priorities on our website
- Develop one-page priority project summaries including PICO, study design, research questions, draft ethics templates, potential supervision, and knowledge translation opportunities
- Increase awareness of Trauma NB research opportunities among medical, graduate, and honors students

INJURY PREVENTION

Sustainable reduction of unintentional injuries in New Brunswick

DATA UTILIZATION

Goals by 2029

- Leverage reliable, timely, and actionable data to guide targeted initiatives and messaging that improve the lives of New Brunswickers.

Year 1: April 2026 – March 2027

- Develop five injury-prevention-specific KPIs
- Analyze off-road vehicle (ORV) injury locations and demographics to inform a new prevention initiative
- Review Long Term Care falls data to identify optimal sites for a pilot falls prevention project
- Conduct a post-pilot review of the Lift-Assist for Older Adults program to inform Phase II planning

EVIDENCE-BASED PREVENTION

Goals by 2029

- Evidence-based resources are available and support New Brunswickers to make informed decisions.
- Existing injury prevention resources are modernized and responsive to community needs

Year 1: April 2026 – March 2027

- Produce three new injury prevention campaign videos and update digital creative assets for two campaigns
- Complete post-production of the P.A.R.T.Y. Program educational video
- Refresh two injury prevention websites informed by Atlantic and national best practices
- Integrate falls data into the Caregiver eLearning course
- Complete one revision cycle of the Aging in Place Toolkit



INJURY PREVENTION

Sustainable reduction of unintentional injuries in New Brunswick

PARTNERSHIPS

Goals by 2029

- Strong partnerships provide leadership and expertise to reduce injury burden
- Stakeholder feedback informs all resource development

Year 1: April 2026 – March 2027

- Establish at least five new injury prevention partnerships
- Establish an ORV Safety Taskforce and develop an injury reduction workplan.
 - Goal: 20% reduction in injury at targeted locations.
- Establish a Long Term Care Falls Prevention Taskforce and develop a falls reduction workplan.
 - Goal: 25% reduction in falls at targeted locations.
- Collaborate with Trauma Association of Canada with national SBIRT environmental scan
- Partner with Ambulance New Brunswick to expand the Lift-Assist program to two additional stations and increase utilization to 50% at the existing site
- Engage key stakeholders in the development of three campaign videos

COMMUNITY ENGAGEMENT

Goals by 2029

- New Brunswickers are supported to age in place by building trust, strengthening collaboration, and responding to the unique needs of communities
- Communities are empowered to support injury prevention locally

Year 1: April 2026 – March 2027

- Expand the Aging in Place Toolkit to two additional communities
- Support existing workgroups to host at least two community engagement events
- Co-develop at least one promotional resource with each workgroup





CONTACT US



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