

# President's Report

## 2017



# PRESIDENT'S MESSAGE

I joined Parachute as its President and CEO in 2017 because I wanted give back, both to sports and to Canada.

My first career, my passion, was skiing. I learned early about the importance of injury prevention when I missed my first Olympics because I had wrecked my knee. After that, I committed to ensuring I would be the most prepared skier on the hill and to take risks, yes, but to remove hazards that could cause career- and life-ending injury.

I love this country, and its people. I'm proud to lead Parachute's ongoing work in injury prevention, focused on keeping Canadians safe on the road, at home, and at play. I am in awe of my colleagues who created the Canadian Guideline for Concussion in Sport in 2017 and am committed to ensuring up-to-date information on concussion reaches every medical professional, athlete, parent and teacher in the country.

It's my job to raise awareness about, and support for, Parachute and all its work. We want to build on 2017's accomplishments captured in this report and "leap forward" to a Canada where injury prevention is a top priority for lawmakers, educators, health care workers, motorists, athletes, and families. Please join us.

A handwritten signature in black ink, appearing to read "Steve", followed by a large, stylized circular flourish and a long horizontal line extending to the right.

Stephen G. Podborski, O.C., LL.D (Hon), OLY  
President & CEO  
Parachute



# CHAIR OF THE BOARD OF DIRECTORS' MESSAGE

It's been a privilege to serve as the chair of the board of directors for Parachute in 2017.

It was a year of change and growth: We welcomed a new CEO, Steve Podborski, and hosted both our second fundraising gala and the second national Vision Zero Summit. Another key highlight is our leadership role in the development of the Canadian Guideline on Concussion in Sport. We also learned that our long-time partnership with the Ontario Injury Prevention Resource Centre was in its last year as that centre, funded through Health Ontario, was being closed in early 2018.

Under Steve's leadership, we developed a new strategic plan for 2018-2020 and are building a President's Advisory Council to help Parachute take "Our Leap Forward".

I want to thank our board directors, especially Ned Levitt, Normand Côté and Ash Singhal, who will be stepping down in 2018; Jennifer Evans, Colin Macarthur, Paul Montador, Margie Parikh, who finished their board service in 2017; and Sylvio Deluca and Bruce Robinson, who joined us in 2017. We are committed to supporting Parachute's vision of a Canada free of serious injuries, with Canadians living long lives to the fullest.



A handwritten signature in black ink, appearing to read 'Patricia Southern', with a stylized flourish extending to the right.

Patricia H. Southern, FCPA, FCA  
Chair of the Board of Directors  
Parachute

# What is Parachute?

Canada's national charity dedicated to **injury prevention**.

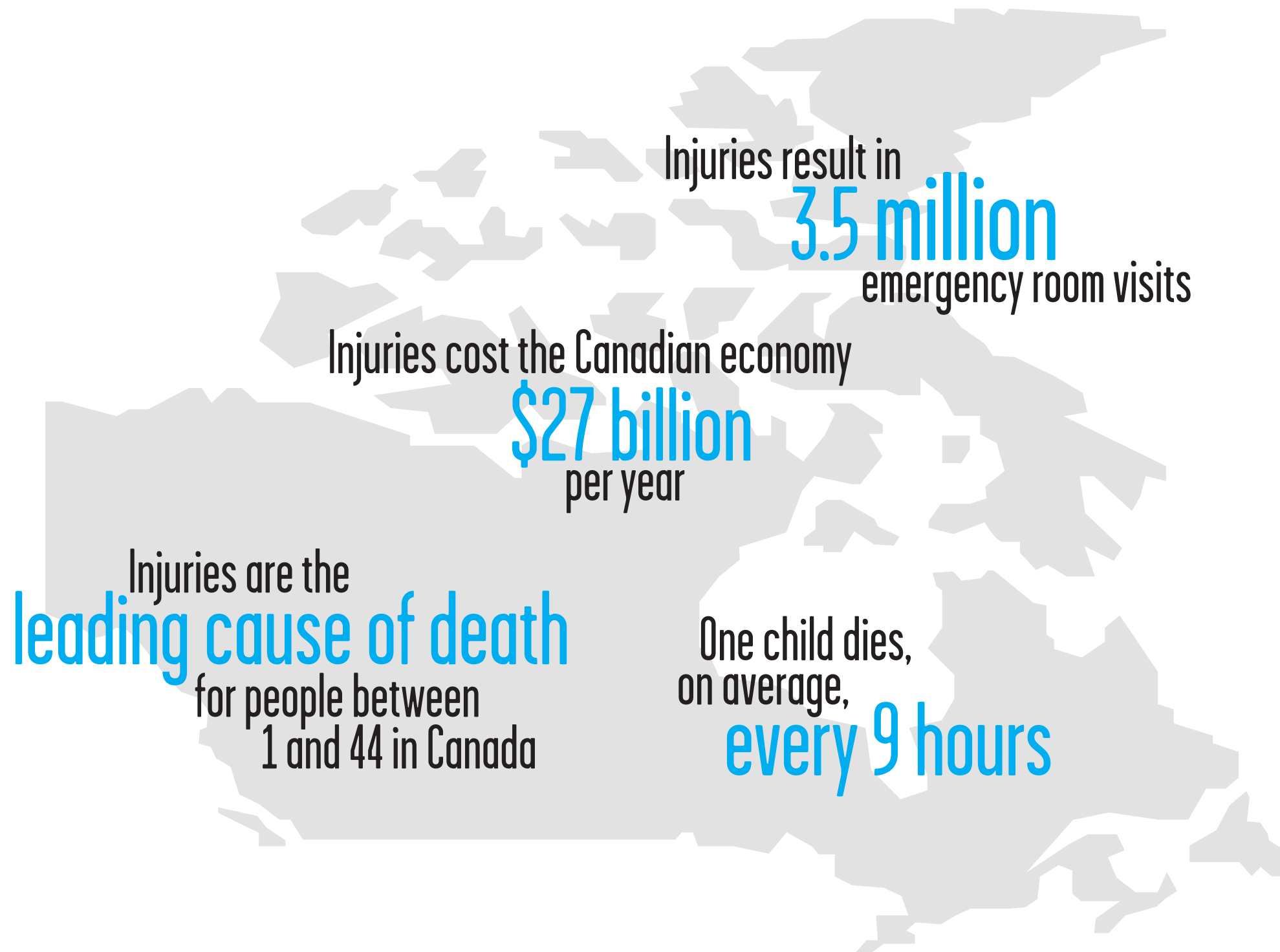
## Our Mission

Creating a **safer Canada** by preventing serious and fatal injuries through evidence-based solutions that advocate and educate.

## Our Vision

A Canada **free of serious injuries**, with Canadians living long lives to the fullest.

# Why is injury prevention important?

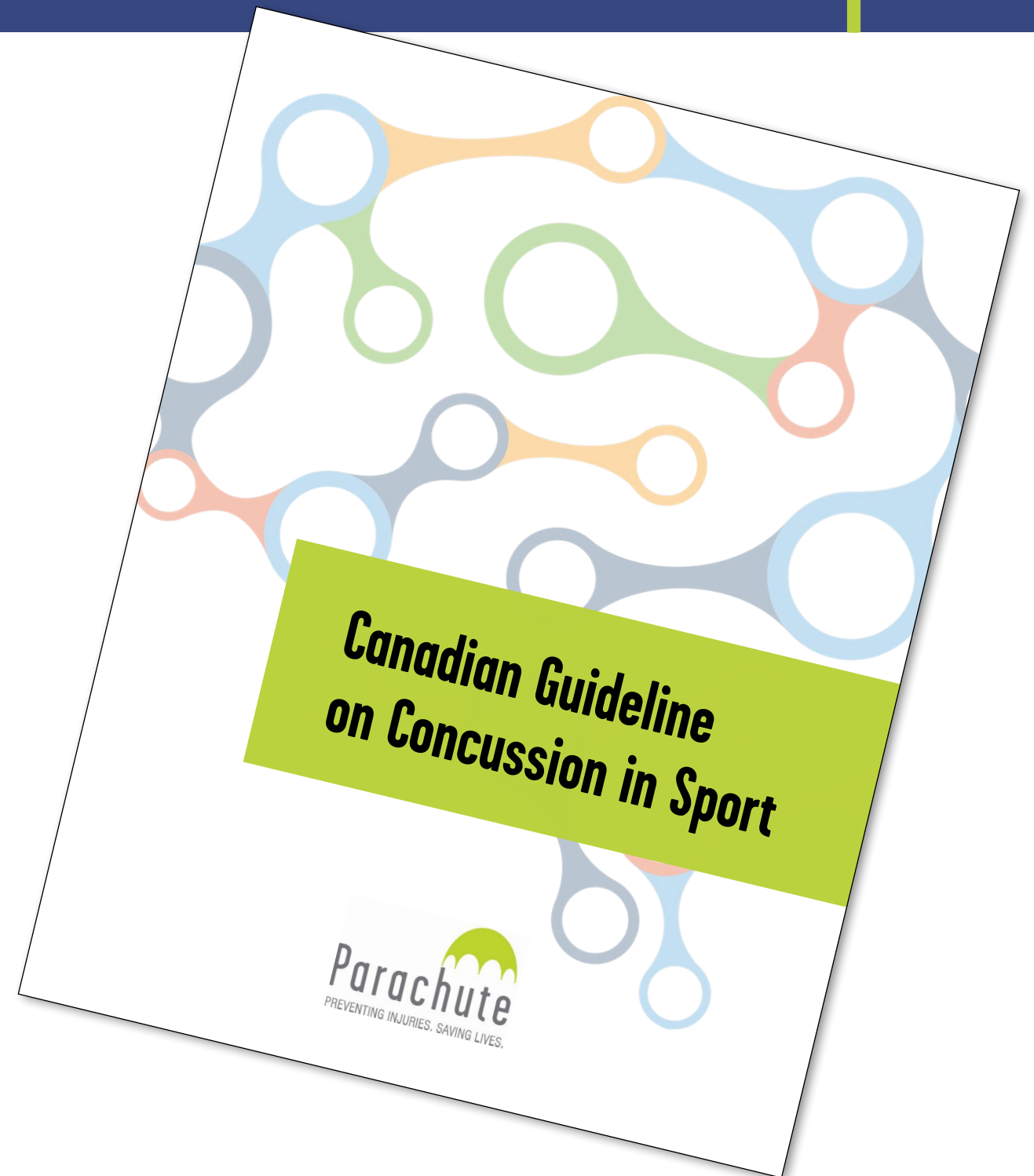




# Canada's Concussion Leaders

# Canadian Guideline on Concussion in Sport

Published in July 2017 as the first-ever national document to foster harmonization of concussion protocols throughout Canada's sporting world.





# Media outreach



Media coverage of  
Canadian Guideline on  
Concussion in Sport :

- 5.2 million media impressions
- 25 stories

Parachute President and CEO **Steve Podborski** appears on CBC Sports' panel,  
“Concussions: Is the reward worth the risk?”



# Sport Canada Working Group

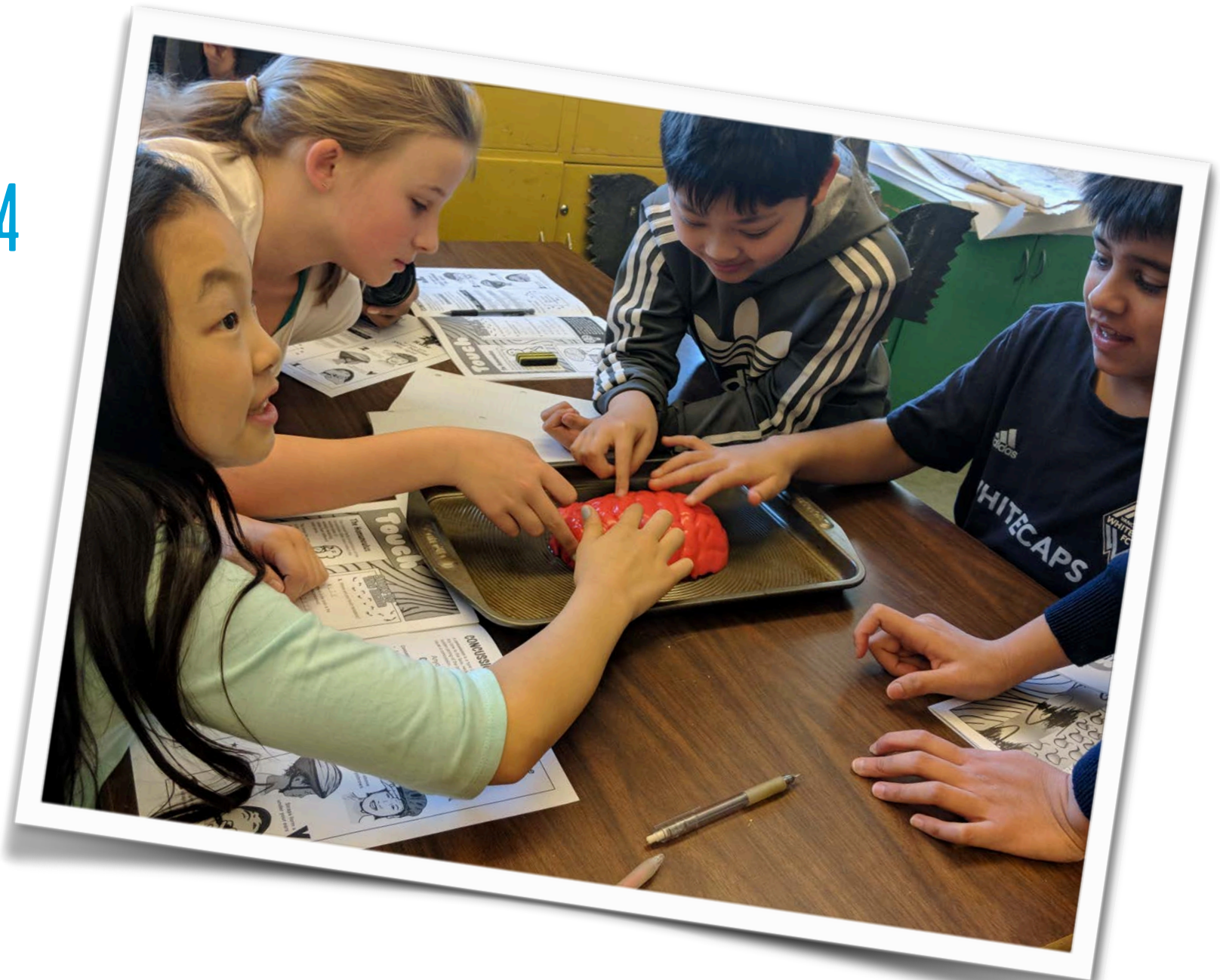


Sport Canada Federal/Provincial/Territorial Working Group on Concussion, of which Parachute is a member, was invited in March by the Governor General, The Rt. Hon. David Johnston, to an in-person meeting at Rideau Hall.

# Brain Waves

Parachute's Brain Waves program delivered through 924 volunteers to 14,000 students in 500 classrooms.

Another 15,000 students reached through alternate delivery methods.





# Concussion Expert Advisory Committee





# Canada's Vision Zero Leaders



# Vision Zero Summit 2017



Jennifer Keesmaat  
Former Chief Planner, City of Toronto



Steve Podborski with Councillor Jaye Robinson,  
City of Toronto



Ontario Transportation Minister Steven Del Duca



# Vision Zero Summit 2017

Parachute hosted the second national Vision Zero Summit in Toronto, Oct. 16-17, drawing together **145 delegates** and **33 presenters** to explore best practices and next steps in improving road safety and ending fatalities.

Thanks to our principal sponsor, State Farm.

Our Media panel:  
John Moore,  
Newstalk 1010;  
Ben Spurr and Vjosa Asai,  
Toronto Star;  
Oliver Moore,  
Globe and Mail



Keynote speaker Paul Steely White, ED,  
Transportation Alternatives New York City



Education panelist Wahn Yoon

# Word on the Street

A new e-publication launched in 2017 to share **videos, case studies, infographics and commentary** on Vision Zero with road safety professionals and advocates





# Safe Kids Week



Promoted safe and active transportation: **Walk, Bike, Wheel**, which includes walking, cycling, skateboarding, scootering and other wheeled activities.

# Safe Kids Week

- More than 80 community partners ordered 140 community toolkits, directly reaching more than 18,000 children and 3,800 adults across Canada.
- Primary hashtags #safekidsweek and #everydaysuperhero, garnering 4.9 million social media impressions and national news release and local stories got 5.6 million media impressions.

Be an #everydaysuperhero



[parachutecanada.org/safekidsweek](http://parachutecanada.org/safekidsweek)

Be an #everydaysuperhero



[parachutecanada.org/safekidsweek](http://parachutecanada.org/safekidsweek)

Be an #everydaysuperhero



[parachutecanada.org/safekidsweek](http://parachutecanada.org/safekidsweek)



# Walk This Way

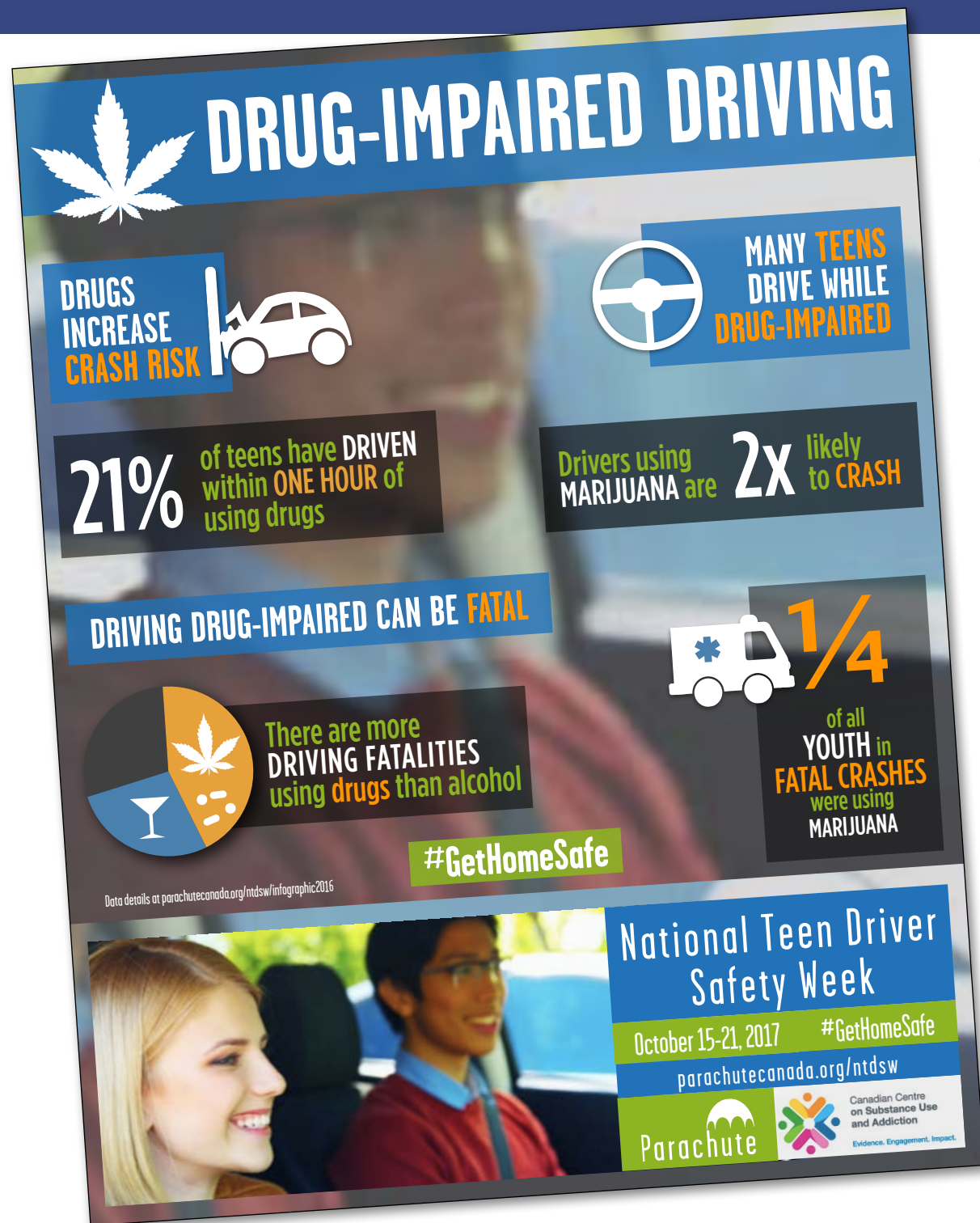
This child-pedestrian safety campaign sponsored by FedEx hosted 22 events, reaching 3,298 children, 2,176 parents, 43 teachers and 661 other participants in 10 schools, across nine cities.



Media coverage of events, plus pick-up of stories on time change affecting drivers and back-to-school safety tips, got 129 media hits, with 13.7 million media impressions and 11 million social media impressions.



# National Teen Driver Safety Week



Theme: drugged, drunk, distracted and aggressive driving.

- 150+ events held across Canada
- 47 partner organizations ordered 98 kits
- 2.8 million media impressions
- 10.4 million social media impressions for hashtag **#GetHomeSafe**

# #CrossSAFE initiative

New initiative launched in August 2017 funded in part by Transport Canada.

- More than 100 Canadians killed or seriously injured in 2016 in rail collisions and trespassing incidents
- Social media and PR program to raise rail safety awareness



# National Leadership in Injury Prevention

at Home, at Play, on the Move

# National Injury Prevention Day

Held on Parachute's fifth anniversary,  
launched this new awareness campaign  
**July 5** that yielded:

- **official day designation** from Health Canada
- **10 Canadian landmarks** lit Parachute Green





# National Injury Prevention Day

- 4 million social media impressions for hashtag #NIPD and 3 million media impressions from stories: the first time social superseded traditional media for a Parachute campaign
- Proclamation and flag-raising at Toronto City Hall



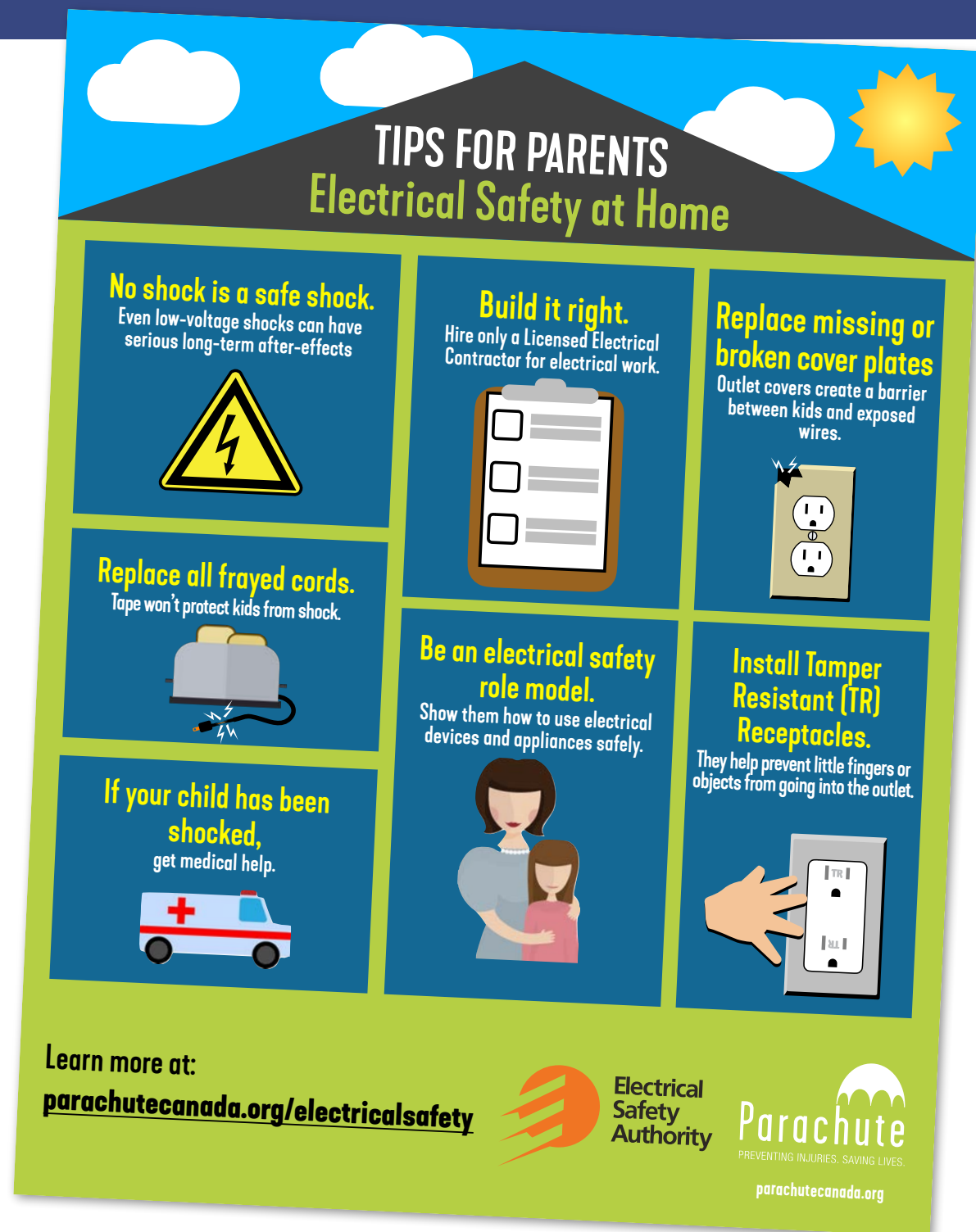
# Poison prevention

During Poison Prevention Week (March 20 to 26), promoted a TSSA-sponsored **carbon monoxide safety landing page and toolkit** through social media.

Campaign generated **1.5 million impressions**.



# Electrical safety



- Built capacity within **three Ontario communities** with \$1,000 grants and resources to help them reach their audience with evidence-based electrical safety messaging.
- Delivered an electrical safety social media campaign **#nosafeshock** from September to December that generated **14.6 million impressions**.

# Canadian Ice Hockey Spinal Injury Registry

In 2017, Parachute received support from the [Rick Hansen Institute](#) and applied for research ethics approval to collect data for 2014 to 2017 on:

- [geographical location](#) of the injury
- [level of injury](#)
- extent of [neurological deficit](#)
- [type of play](#)
- use of [protective equipment](#)
- [how](#) the injury happened





# Risky play

- Parachute, as **co-chair** of the Sandbox Project's **Injury Prevention Working Group**, began a primer on concepts of **injury prevention**, **risky play**, **physical activity**, and **physical literacy**.
- Parachute is a member of the Canadian Public Health Association's **Risky Play Advisory Committee** and the newly formed **Outdoor Play Canada** group.
- As the **knowledge translation lead** and **advisor**, Parachute is involved with several research studies related to risky play, including **Playability Index** and **Risk Reframing**.



# Contests

# Stacey Levitt Award



**Jennica Jean** of Upper Queensbury, N.B., pictured with her mother (L) and **Ned and Cheryl Levitt** (R), was selected winner from among more than **300 entries** for this \$2,500 award named in honour of the Levitts' daughter, who died at age 18.



# Canada's Favourite Crossing Guard

Sponsored by FedEx, contest drew 124 nominations from five provinces.

Winners:

- David Innes (pictured), St. John's, Nfld.
- Sheryl Hauraney, Port Hope, ON
- Monique Tremblay, Laval, QC



# TD I Think First

Sponsored by **TD Bank**, drew **200 entries** from Ontario and Saskatchewan.

The three winning classrooms:

- **Mrs. Katherine Raas**, Osborne Elementary School, Grade 1 Class, Prince Albert, SK
- **Mrs. Englezos**, Trinity Montessori School, Grade 6 Class, Markham, ON
- **Mrs. Clark & Mr. Shakespeare**, Harriet Todd Elementary School, Grade 3/4 and Grade 5/6 Classes, Orillia, ON



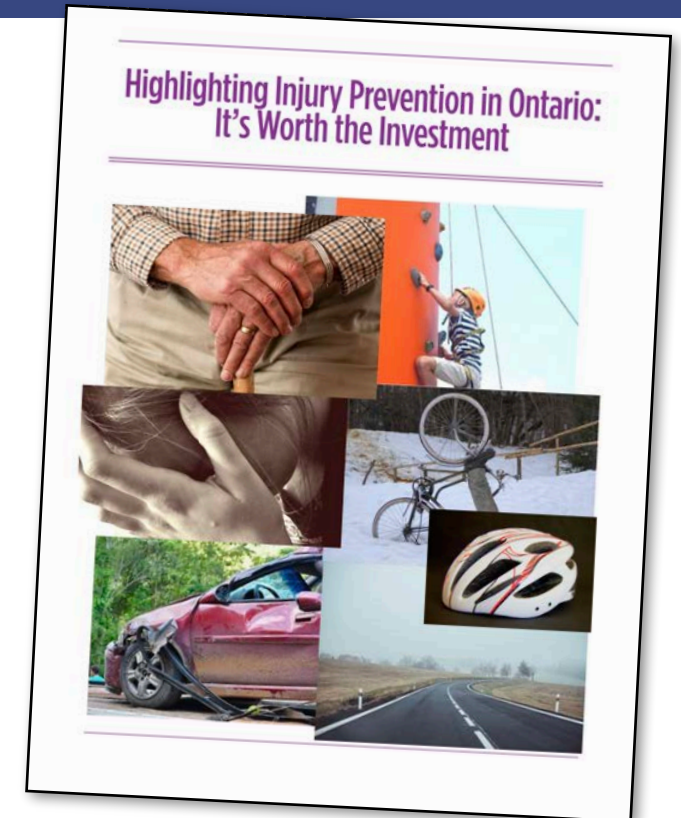
Mya Chana  
Trinity Montessori School

As well, five children from **Trinity Montessori School** in Markham ON won individual prizes.

# Partnerships

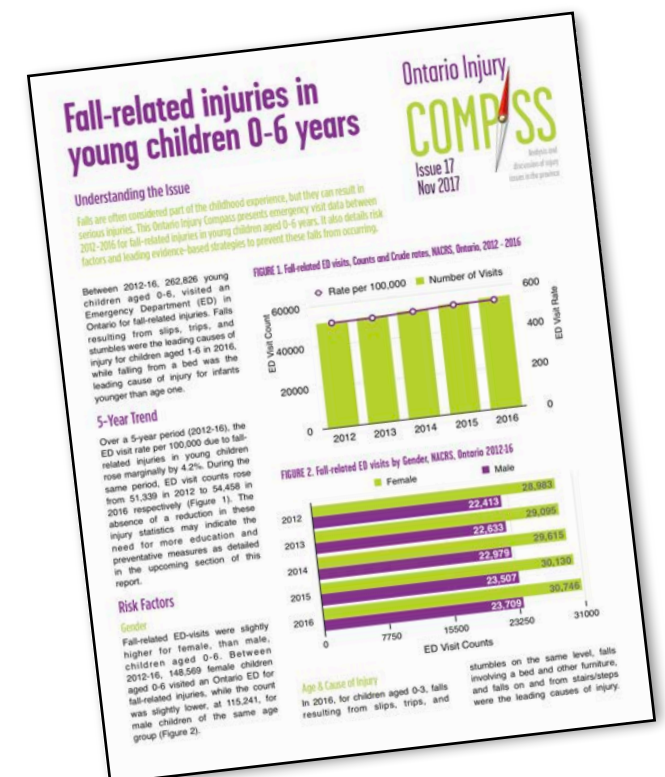
# Ontario Injury Prevention Resource Centre

Produced in collaboration with all public health units, OIPRC created **Highlighting Injury Prevention in Ontario: It's Worth the Investment**. It offers information and tools for injury prevention practitioners to raise the profile of injury prevention in Ontario and Canada



Developed and distributed four **Compass Reports** on topics including:

- **child safety** at home, play and on the road
- **injuries from falls from stairs**
- **carbon monoxide** poisoning
- **young driver injuries**

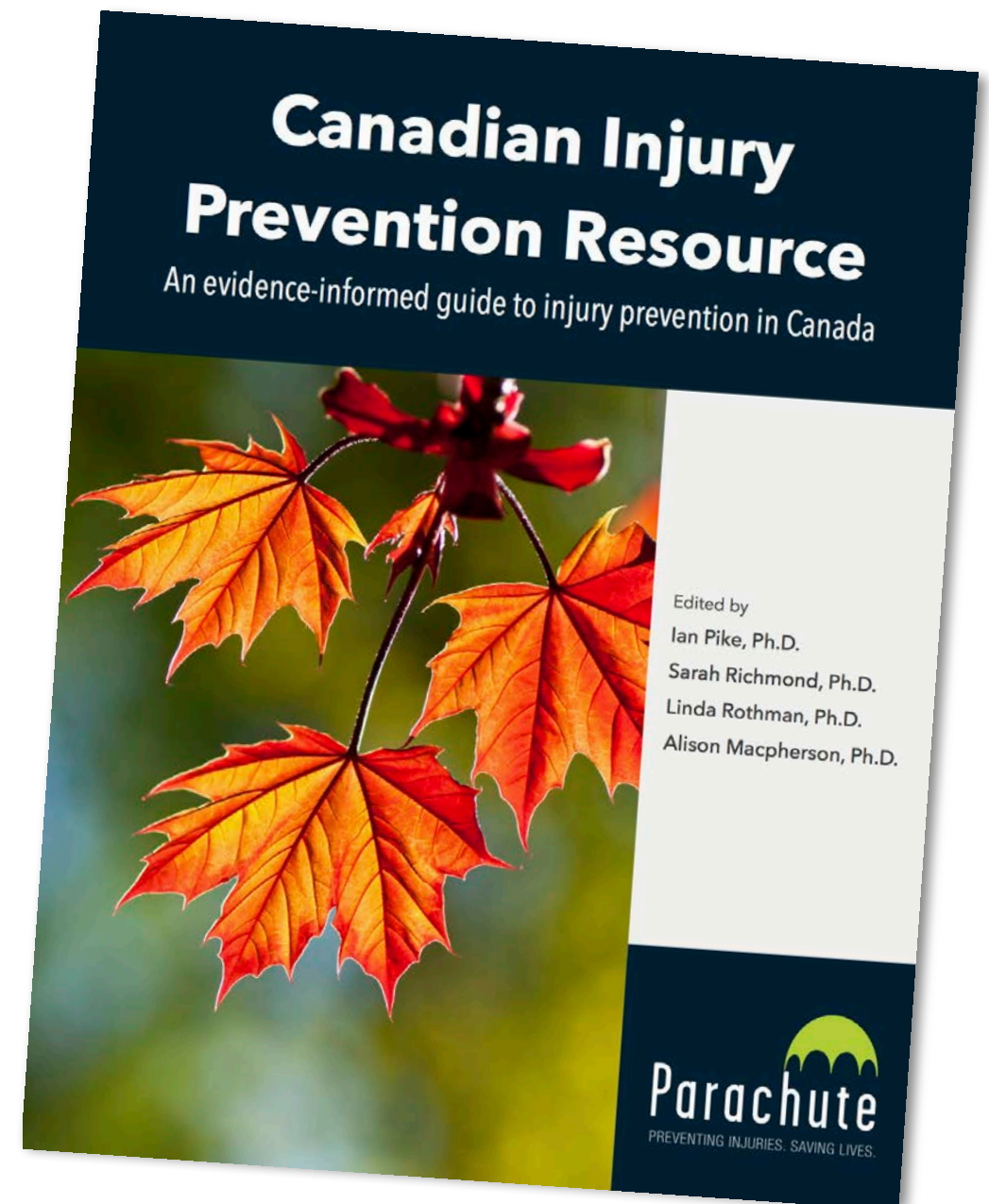




# Canadian Collaborating Centres for Injury Prevention (CCCCIP)

Parachute is **Secretariat** for CCCCIP, which created the **Canadian Injury Prevention Curriculum (CIPC)**.

- **CIPC revisions** concluded in 2017
- Collaboration instrumental in creating the **first textbook on injury prevention** that supports this curriculum
- Parachute **national co-ordinator** for curriculum and Ontario agency for delivery



# Safe Communities: Bruce Peninsula designation

Became the **68th** “Designated Canadian Safe Community” in June 2017

Work began in 2014 to undertake and complete a rigorous **10-step process** to earn this designation through Parachute



safe**communities**<sup>TM</sup>  
*south bruce peninsula*

# Networks

## Canadian Association of Road Safety Professionals (CARSP)

- Parachute appointed to CARSP Newsletter Editorial Board
- worked together on several Vision Zero initiatives



## Trauma Association of Canada (TAC)

- Parachute a member of its Injury Prevention Working Group
- TAC supported Parachute activities such as Safe Kids Week, National Injury Prevention Day, National Teen Driver Safety Week and our Vision Zero efforts





# Outreach and Influence

# Government relations

Parachute participated in the following consultations and groups campaigning for safety legislation:

- Federal legalization of marijuana
- ATV legislation in Alberta
- Road safety in Ontario (deputation to Committee) Bill 65 — Speed Reduction in School Zones Toronto's Vision Zero Committee
- Ontario Road Safety Marketing Committee



Ontario Transportation Minister Steven Del Duca announces new road safety measures (September 2017).

- Ontario Road Safety Forum
- Canadian Global Road Safety Committee
- Health Canada campaign on window blind safety

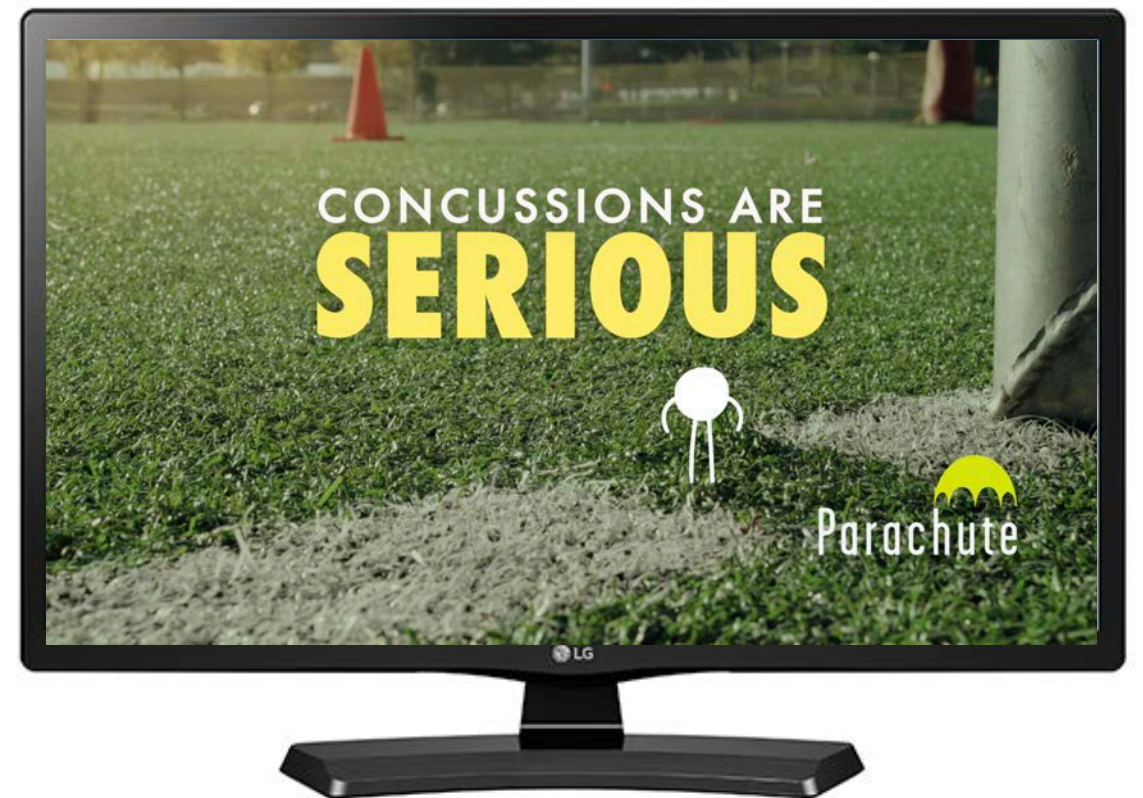
# In the News

- 134 million media impressions via print and broadcast, with heavy coverage of Steve Podborski's appointment as President, the Gala, and Concussion Guideline release in major media across Canada (Globe and Mail, Toronto Star, CBC, CTV, Global, City).
- Donated billboards from Media City extended our brand-awareness messaging in Ontario and Alberta fall 2017



# In the news

- 109 million social media impressions via hashtag tracking, organic impressions and paid posts
- Bell Media continued to air concussion PSAs on multiple channels, including CTV





# Honours

# SS Award, International Media Festival for Prevention

Dubbed the “**Safety Oscars**”, these international awards presented in Singapore, September 2017.



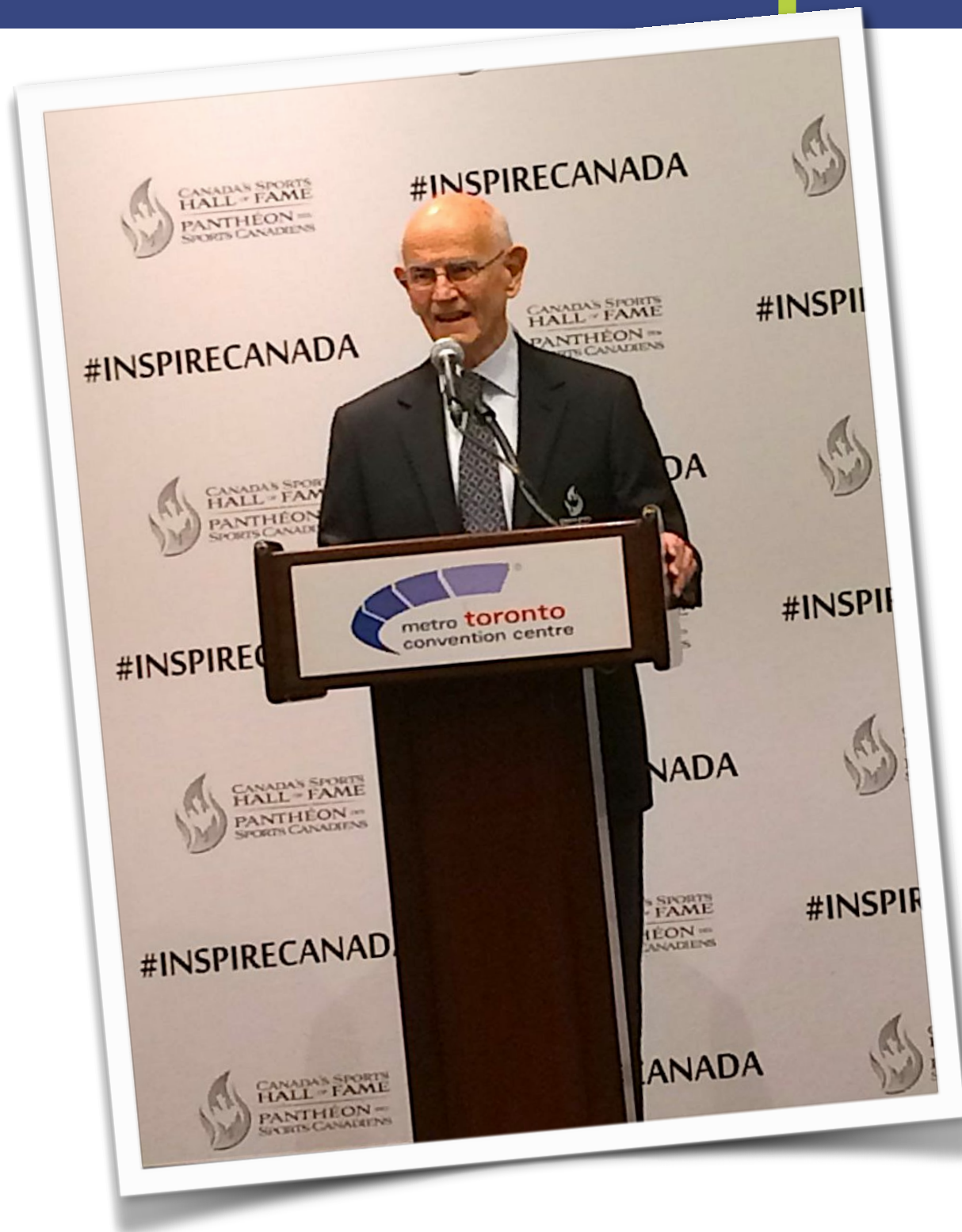
Parachute was one of nine winners for the **#Safe4Life** campaign from 2016, an online campaign aimed at first-time and young workers. It included a video, “**Sexy Safety Tips**,” produced by **YouTube influencer Michael Rizzi**.

# Dr. Charles Tator Safety Award



Canada's Governor General, [The Rt. Hon. David Johnston](#), along with [Gordon and Kathleen Stringer](#), given this award at the 2017 Parachute Gala for their dedicated and inspiring efforts as [sport concussion advocates](#).

# Canadian Sports Hall of Fame



Parachute co-founder and board director, **Dr. Charles Tator**, one of five inductees in November to the Canadian Sports Hall of Fame, for his:

“profound impact on the world’s understanding of concussions”



# Governance and Support

# Our Leap Forward

In 2017, Parachute staff created, and the board approved, a **new strategic plan** to focus and govern the charity from **2018 to 2020**.

Our three **key priorities**:

- Grow Parachute's **national leadership** in injury prevention
- Identify, develop, and effectively share **solutions** and **evidence-based information** on injury prevention in our focus areas
- Create and implement sustainable, scalable **revenue generation** and **organizational models**



# Board of Directors

As of December 2017

Patricia H. Southern, FCPA, FCA (Chair)

Donna Wilson (Vice-chair)

Steve Podborski (President and Chief Executive Officer)

Normand Côté

Sylvio Deluca

David Todd Deveau, P.Eng., MBA, BEDS

David Dunford, MBA, MPhil, BSc

Karen Kinnear

Edward (Ned) Levitt

Bruce Robinson, CPA, CMA

Dr. Ash Singhal, BSc, MSc, MD, FRCSC

Dr. Charles Tator, CM, MD, PhD, FRCS

# Parachute Gala



The **2017 Parachute Gala** was held at Rebel in Toronto on May 31, 2017. The Parachute Board of Directors, members of the medical community, community leaders, and entertainers joined together to raise awareness and funds for injury prevention in Canada.





# Parachute Gala

Actor and comedian **Dan Aykroyd** hosted the event, which featured performances from Grammy Award artist **Stephan Moccio**, **Fefe Dobson**, **Alan Frew**, **Ryland James**, **Laura Bretan**, and **Lawrence Gowan**.



Norman Jewison, Lynne St. David, Deb Divine, and Eugene Levy



# Parachute Gala

With major sponsorships from Tridel, TD Bank, SmartCentres and Air Canada as well as generous donations from the 600 guests in attendance, Parachute successfully raised \$1 million.



# Gala sponsors

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# Sponsors

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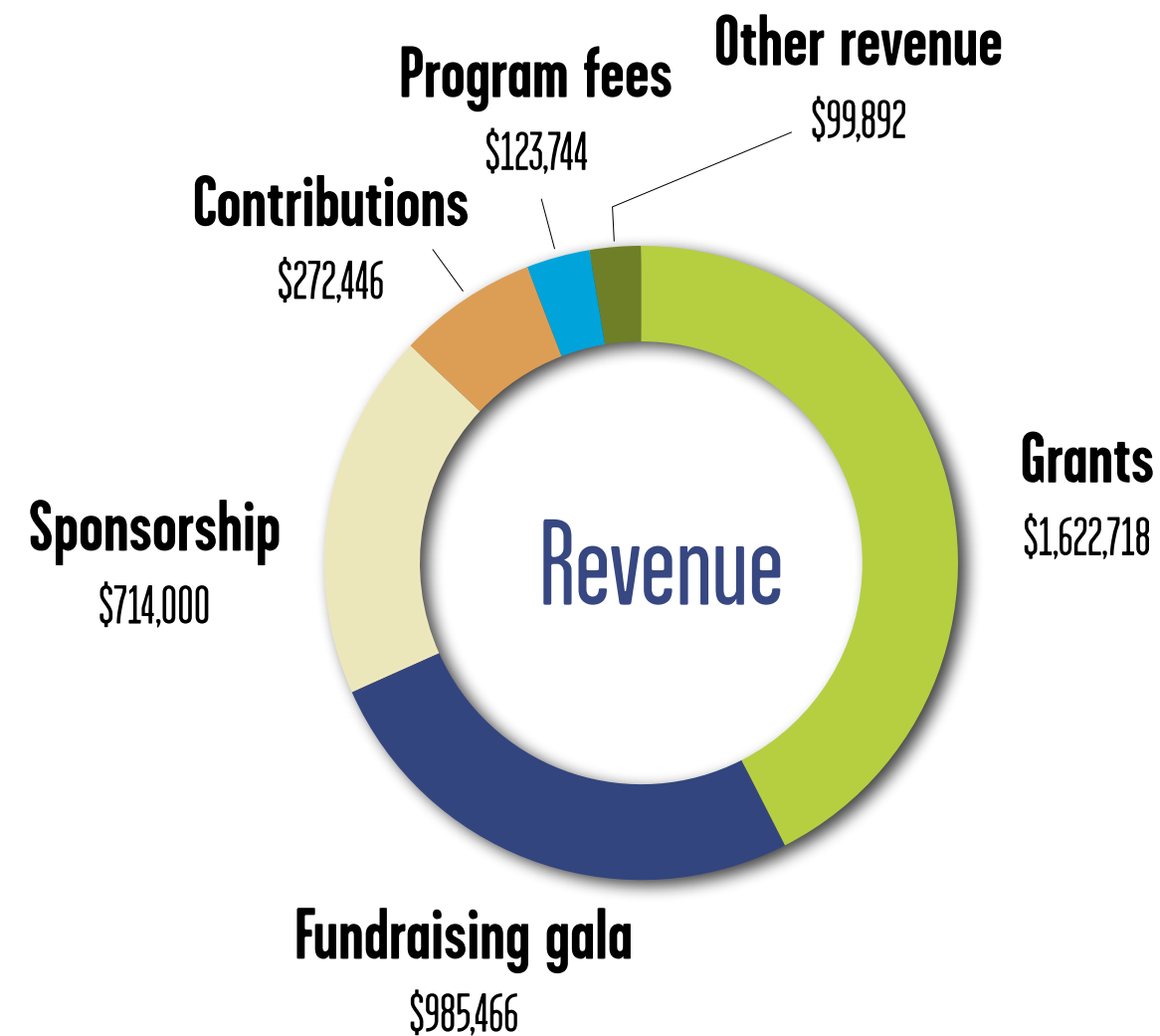
\$25,000 - \$99,999



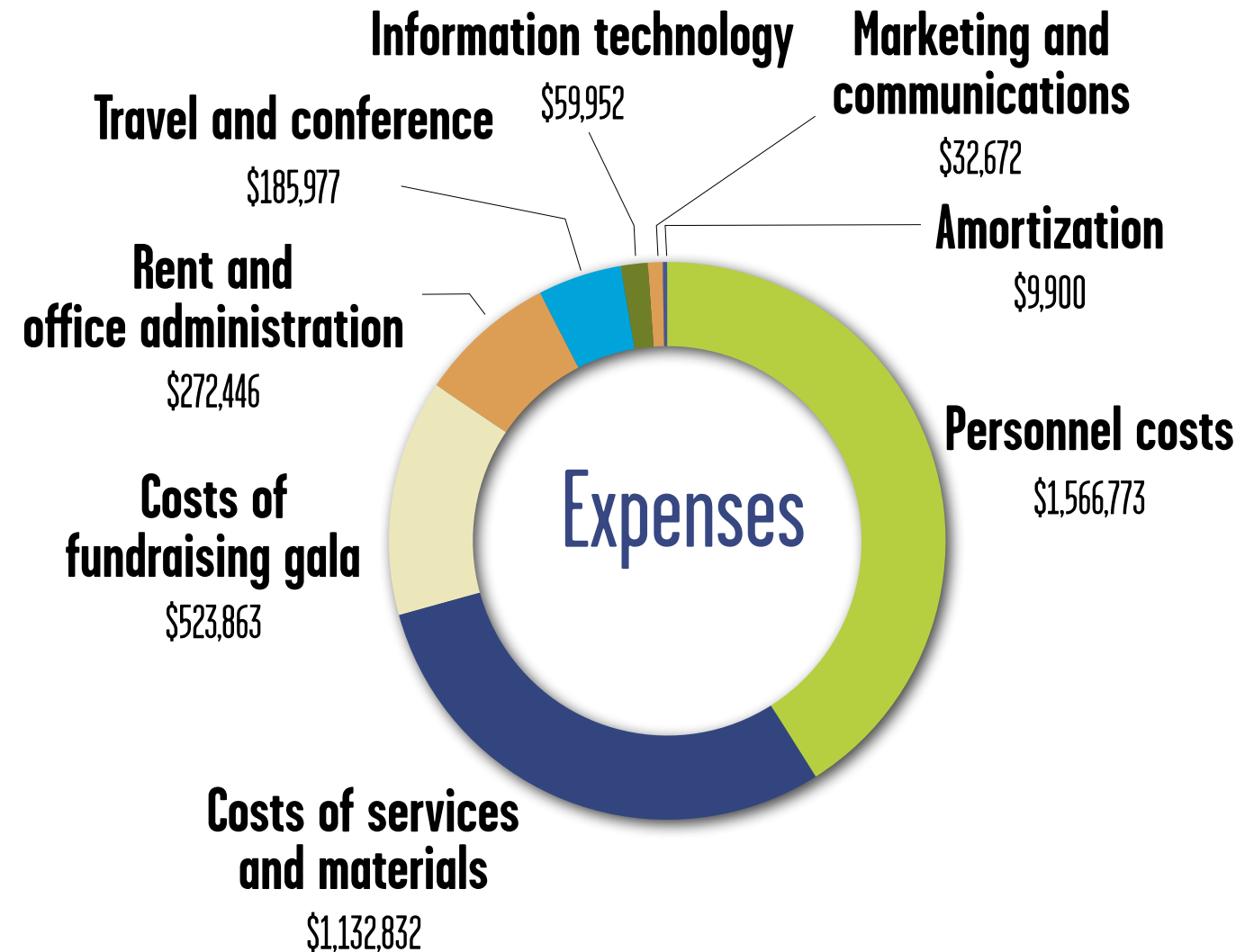
\$10,000 - \$24,999

Foster Hewitt Foundation  
Saskatchewan Government Insurance

# Financials



**Total Revenue 2017:**  
\$3,818,266



**Total Expenses 2017:**  
\$3,818,073