

Parachute

PREVENTING INJURIES. SAVING LIVES.

Annual Report

2018



Message from the Chair

Canada needs Parachute. Our charity has a critical role in raising the awareness across the country that up to 90 per cent of injuries causing death and impairment are preventable. We need to and will continue to do this work for the benefit of all Canadians.

Thank you to our President and CEO, Steve Podborski, who brings energy and vision to Parachute. He has raised our profile across the country, particularly highlighting our work in concussion awareness, identification and treatment. Thanks to the incredibly hard-working and dedicated team at Parachute and to the volunteers and our injury-prevention partners across the country who extend our reach from coast to coast to coast.

Even though Parachute is a relatively young charity, launching in 2012 through the merger of four earlier organizations, we have developed significant partnerships with both provincial and federal governments, as well as with many corporate funders who support our work. In 2018, those included BMO, Desjardins Insurance, FedEx Express, Great West Life and TD. Thank you for investing in our cause.

And finally, thank you to my fellow board directors for their commitment to injury prevention, and to Parachute. Their continued guidance is crucial to supporting our mission to create a Canada free of serious injuries, with Canadians living long lives to the fullest.



A stylized, handwritten signature in black ink, appearing to read 'Patricia H. Southern'.

Patricia H. Southern
FCPA, FCA
Chair

BOARD OF DIRECTORS 2018

Patricia H. Southern, FCPA, FCA (Chair)

Donna Wilson (Vice-chair)

Steve Podborski (President and Chief Executive Officer)

Sylvio Deluca

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David Dunford, MBA, MPhil, BSc

Peter Dyakowski

Karen Kinnear

Bruce Robinson, CPA, CMA

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

Alan Wainer, BComm, CPA, CA CPA
(Illinois)

Message from the President and CEO

Parachute, Canada's national charity dedicated to injury prevention, is committed to education – to teach people safer ways to live, play and move. We base those best ways to stay safe on the latest research available: this is “evidence-based” information.

Parachute also advocates for changes in society, policies and laws that will prevent injury, from prosecuting distracted driving to standardized protocols to recognize and manage concussion to prevent more-severe injuries.

Why is our mission so important? Because both the emotional and the economic costs are far too high.

Preventable injuries cost the Canadian economy an estimated \$27 billion annually. But this is the number that gets to me, every time: every nine hours, on average, a child dies from injury. That's a family forever changed.

We focus our efforts on areas that have what's called the greatest burden of injury – that is, the most-common ways people are injured in our society. That varies by age.

However, almost all ages face injury risk on our roads, whether we are pedestrians, cyclists, drivers, or passengers. Parachute is a passionate advocate for **Vision Zero**, which embraces initiatives that create safer roads for all.

We also focus on injuries sustained through **sports and recreation**, what medical authorities call “struck by or against objects.” In 2018, much of our work in this field focused on **concussion** prevention, recognition and management.

Our organization is a trusted source of information and education **on child safety**, from drowning prevention to poison prevention. We also recognize that as Canada's population ages, the burden of injury from seniors' falls continues to rise and in 2018 we were honoured to be chosen by Health Canada to lead the **Pan Canadian Seniors' Falls Prevention Network**, a national group gathering the best evidence-based falls prevention tools to help Canadian families and health-care providers.

Parachute doesn't take a “bubble-wrap” approach to injury prevention: We want people to be active. As an Olympic athlete, I learned early that you need to take risks, but remove every hazard you can. I'm grateful for the opportunity as Parachute's president and CEO to spread that message widely to all Canadians.



Steve Podborski
O.C., LL.D (Hon), OLY

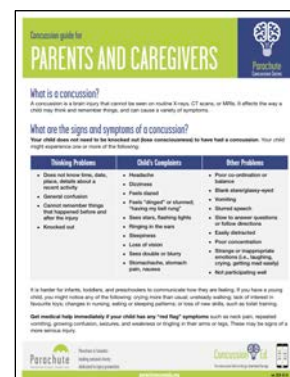
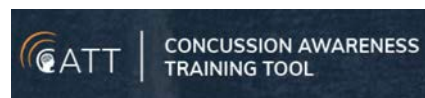
CANADA'S CONCUSSION LEADERS

The Concussion Harmonization Project

In June 2018, Parachute, Canada's Minister of Health and Minister of Sport celebrated the results of Phase 1 of the Concussion Harmonization Project led by Parachute. The project grew from federal ministerial mandates to support a pan-Canadian concussion strategy.

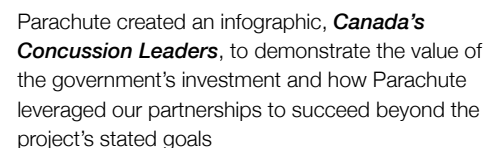
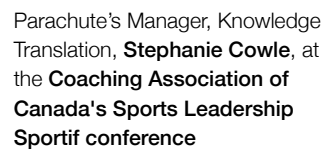
This two-year project, funded by the **Public Health Agency of Canada**, resulted in:

- Canadianization of the International **Consensus Statement on Concussion in Sport** through publication of the first **Canadian Guideline on Concussion in Sport**;
- Harmonizing concussion protocols across 42 National Sport Organizations, (NSOs) based on evidence-based best practices and adapted to sport-specific contexts, which was 110 per cent over the project goal of having 20 NSOs onboard for Phase 1;
- An updated **Concussion Awareness Training Tool for Medical Professionals**, a comprehensive online course to increase the understanding of concussion assessment, treatment and management;
- Completion of a school pilot to enhance the Return-to-School Strategy and gather educator input on concussion management in schools;
- Creation of resources for parents, athletes and coaches to help them recognize and manage concussions;
- Widespread public awareness of key messages about concussion, driven through social media, traditional media coverage and TV public service announcements.



Public Health
Agency of Canada

Agence de la santé
publique du Canada



Our concussion experts

Our **Concussion Expert Advisory Committee** supports Parachute's goals to provide national leadership, awareness building, public policy changes and program development related to concussion by providing expert advice and feedback on both strategy and operations. They:

- Provide feedback on Parachute's resources and public policy initiatives;
- Provide expertise in analyzing new data;
- Identify emerging trends; and
- Act as Parachute spokespeople with government, key stakeholders and media.

Thanks to our 2018 Committee for their service and expertise.

Dr. Charles Tator (Co-Chair)

*Professor of Neurosurgery, U of T
Division of Neurosurgery and Canadian Concussion Centre,
Toronto Western Hospital
Founder, ThinkFirst Canada
Board Director, Parachute*

Dr. Michael Ellis (Co-Chair)

*Medical Director, Pan Am Concussion Program
Department of Surgery and Pediatrics and Section of
Neurosurgery University of Manitoba
Scientist Manitoba Institute of Child Health
Canada North Concussion Network*

Dr. Shelina Babul

*Associate Director, Sports Injury Specialist, BCIRPU Children's
Hospital
Investigator, Developmental Neurosciences & Child Health, Child
& Family Research Institute
Investigator, Djavad Mowafaghian Centre for Brain Health, UBC
Clinical Associate Professor, Department of Pediatrics/Pathology
& Laboratory Medicine, UBC*

Dr. Shannon Bauman

*Primary Care Sports Medicine Physician
Medical Director, Concussion North*

Dr. Carolyn Emery

*Associate Dean, Research & Associate Professor, Faculty of
Kinesiology
Co-chair Sport Injury Prevention Research Centre, Faculty of
Kinesiology
Pediatrics and Community Health Sciences, Faculty of
Medicine, University of Calgary*

Dr. Pierre Frémont

*Professor of Rehabilitation, Faculty of Medicine, University of
Laval*

Dr. Nick Reed

*Clinician Scientist, Bloorview Research Institute
Co-Director, Concussion Centre, Holland Bloorview Kids
Rehabilitation Hospital
Assistant Professor, Department of Occupational Science and
Occupational Therapy, U of T*

Dr. Lesley Ritchie

*Neuropsychology Service, Department of Clinical Health
Psychology
Assistant Professor, College of Medicine, University of Manitoba
Health Sciences Centre*

Dr. Kathryn Schneider

*Assistant Professor, Clinician Scientist
Clinical Specialist - Musculoskeletal Physiotherapy, Sport Injury
Prevention Research Centre
Faculty of Kinesiology, Alberta Children's Hospital Research
Institute, Hotchkiss Brain Institute, University of Calgary*

Dr. Michael Vassilyadi

*Associate Professor of Surgery, University of Ottawa
Division of Neurosurgery Children's Hospital of Eastern Ontario
(CHEO)*

Dr. Roger Zemek

*Associate Professor, Dept of Pediatrics and Emergency
Medicine, Clinical Research Chair in Pediatric Concussion, U of
Ottawa
Director, Clinical Research Unit, CHE*

Indigenous Concussion Project



Credit: Dr. Mike Ellis

Our 2018 research and consultations explored how we could re-envision our latest evidence-informed public-facing concussion resources for Indigenous youth by communicating health information in a culturally appropriate way, and discussing health-care-seeking behaviour in a way that reflects the limited access to health-care providers in rural and northern communities.

Thanks to the support of an anonymous foundation, Parachute in 2018 began a pilot project to improve concussion awareness and best practices in Indigenous communities.

We have consulted with remote and Indigenous communities in B.C., Alberta, Manitoba and Nunavut that may not have proper concussion diagnosis and management as there may be a lack of medical infrastructure and support enjoyed by those who live in urban centres.



Credit: Dr. Mike Ellis

SHRed Concussions

Parachute is a partner in a \$12-million [University of Calgary](#)-led Canadian concussion research project announced in November 2018 and funded by the [National Football League's](#) Scientific Advisory Board. Our VP **Pamela Fuselli** is an investigator for SHRed Concussions, which is short for Surveillance in High Schools to Reduce Concussions and Consequences of Concussions in Youth. The project spans three years.



Canadian Concussion Collaborative

Parachute is a member of this network of medical, sports and health associations run under the **Canadian Academy of Sports and Exercise Medicine**.



Parachute Brain Waves



During 2018, Parachute Brain Waves, sponsored by **Economical Insurance**, reached almost **22,000 children from Grades 4 to 6** through traditional half-day classroom presentations and downloads of our online program kit. More than **650 trained volunteers** across Canada helped spread the message of why it's important to protect the brain against injury;

Parachute's Manager of Office Operations and Solutions Delivery, **David Wilson**, supports 23 Brain Waves sites across Canada that provide this training.



Parachute's David Wilson with a completed Jell-O brain.



Brain Waves video

A new video starring our President and CEO **Steve Podborski** and his helper, Harper, demonstrates how to make a Jell-O brain, a key and popular tool used to show children how fragile brains need protection. Check it out on Parachute's **YouTube** channel.

A group of medical students from the **University of Toronto** also tested a Brain Waves curriculum reworked for secondary school students and delivered the test program at their former secondary school in **Richmond Hill, Ont.** This curriculum is being refined and tested further in 2019.

In addition, Parachute began a revamp of our Brain Waves online training material so that more people who do not live near one of our 23 Brain Waves training sites across Canada can learn how to present Brain Waves in their communities. The full "Train for the Brain" resources will roll out in 2019, thanks to support from **Great West Life / London Life / Canada Life**.



Credit: Charanpreet Sasan



Credit: Charanpreet Sasan



STRONGER COMMUNITIES TOGETHER™

Parachute Safe Kids Week



Held from June 4 to 10, the 22nd annual Safe Kids Week focus was **concussion at home, at play and on the road**. The campaign encouraged parents and caregivers to help their children become leaders in safety by teaching them how to stay active and safe.

We shared these messages through our website and social media platforms and provided community activity kits for our partners, which included Jell-O brain moulds, sidewalk chalk art activities and Parachute's latest parent tip sheet on concussion recognition and treatment.



social media campaign
#SKW2018 and #KidsandConcussion
16 million
impressions



CANADA'S VISION ZERO LEADERS

Vision Zero is a multinational traffic safety initiative founded in Sweden in the late 1990s. It's based on the philosophy that no one should be killed or seriously injured within the road transport system. Ultimately, the main goal of Vision Zero is to achieve zero fatalities or serious injuries on the road. In Canada, since 2016, Parachute has been Canada's national leader to promote and share Vision Zero research, resources and best practices, which are being adopted in jurisdictions across the country. **Desjardins Insurance** is our national sponsor for this initiative.



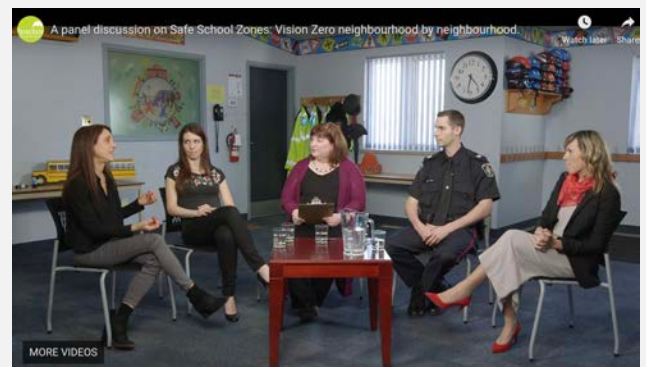
Parachute's **Matt Aymar** interviews **Heather Woods Fry** with the **Traffic Injury Research Foundation** about its newly launched **Drug-Impaired Driving Learning Centre**. www.parachutevisionzero.ca/videos



Parachute Vice President **Pamela Fuselli**, second from right in red, appears on **The Agenda With Steve Paikin** on TVO to discuss Vision Zero with **Toronto City Councillor Jaye Robinson**, left, and **Globe and Mail reporter Marcus Gee**, far right.



Parachute collaborated with **RCMP National Youth Services** and **Mothers Against Drunk Driving** to raise young people's awareness about drug-impaired driving and increase their confidence in making evidence-informed decisions about their own safety and the safety of others. Parachute's **Stephanie Cowle** joined an hour-long interactive Facebook Live panel for members of the **RCMP's National Youth Advisory Committee**, 150 youth from across Canada between 13 to 21, who discuss current issues that youth face in their communities, schools and personal lives.



Parachute's Vice President **Pamela Fuselli** hosts a panel discussion at the **Children's Safety Village** in Oakville, Ont., focused on the topic of **Safe School Zones: Vision Zero neighbourhood by neighbourhood**. Panelists were:

- **Constable Ryan Smith**, Halton Police;
 - **Laura Zeglen**, School Travel Management Facilitator, Green Communities Canada;
 - **Dr. Linda Rothman**, Senior Research Associate, The Hospital for Sick Children;
 - **Valerie Smith**, concerned parent and Director, Solutions, Parachute.
- www.parachutevisionzero.ca/videos

Word on the Street e-newsletter



Our 2018 issues focused on the themes of **Drug-Impaired Driving** and **Safe School Zones**, providing our network of road safety professionals with case studies, articles, videos, and infographics designed by Parachute's **Michael Gemar**.

Canadian Association of Road Safety Professionals

The Canadian Association of Road Safety Professionals (CARSP) formed in 1985 and is a national organization dedicated to enhancing road safety at home and abroad. It supports Canada's road safety community by providing access to multi-disciplinary information, research and networking opportunities and comprises a diverse group of professionals involved in the research, management, delivery and promotion of road safety programs.

Valerie Smith, Director of Solutions, was elected to the Canadian Association of Road Safety Professionals (CARSP) Board in 2018 and through this position is part of the planning for its 2019 conference in Calgary.



In addition, Parachute, along with CARSP, will present a Vision Zero workshop the day after the CARSP conference.

Pamela Fuselli, VP, Knowledge Transfer and Government Relations, is chief editor for the quarterly CARSP Safety Network Newsletter.

Distracted Driving Panel

Parachute and Desjardins Insurance hosted a panel in French on **Distracted Driving** at **Espace Desjardins in Montreal**. The hour-long discussion was livestreamed in French, with a second stream simultaneously translated into English. In addition, more than 30 road safety professionals from Montreal attended the panel live.

Parachute's President and CEO, **Steve Podborski**, provided opening remarks and **Marie-Soleil Cloutier**, Associate Professor, Institut National de la Recherche Scientifique (Centre Urbanisation Culture Société), moderated the discussion.

www.parachutevisionzero.ca/videos



Denis Dubois, President and Chief Operating Officer, Desjardins General Insurance Group, with **Steve Podborski**, President and CEO, Parachute



The Distracted Driving panel team: from left, **Nadia Maranda**, Soci  t   de l'assurance automobile du Qu  bec; **Martin Lavall  re**, Universit   du Qu  bec; Constable **Sophia Provost**, moderator **Marie-Soleil Cloutier**, Parachute CEO **Steve Podborski**, Desjardins Insurance President **Denis Dubois**, **Etienne Grandmont**, Acc  s Transports Viable.



Distracted Driving panel at **Espace Desjardins** in Montreal



Livestream of panel

This Was Not an Accident

This national Vision Zero awareness campaign ran on outdoor media in **Vancouver**, **Montreal** and several cities in **Alberta** and **Ontario** throughout summer 2018, thanks to generous donated billboard space from **Media City** and **Astral Media**; Media City also donated design time to the project.

The campaign goal was to activate the first step toward a Vision Zero commitment: to understand that up to 90 per cent of what people call “accidents” on the road are in fact predictable and preventable. Parachute’s Communications Director, **Kelley Teahen**, selected the tagline and the image of a roadside memorial on a lighting pole. The billboards provided a link to more information on Vision Zero.



Billboard campaign
46 million
views



For the Vancouver billboards, we redesigned our message to align with the injury prevention campaign run in B.C. under **Preventable.ca**.



#KnowWhatImpairedMeans

With cannabis legalization coming into effect in October 2018, Parachute focused activities on driving impairment, with a particular emphasis on youth/young drivers.

We chose the hashtag **#KnowWhatImpairedMeans** to deliver messages about how cannabis and other drugs impair the ability to drive. Thanks to funding from the **Ministry of Transportation** of Ontario, we created an animated “whiteboard” video encouraging young Canadians to not drive if they consume cannabis, or refuse to ride with a cannabis-impaired driver.

That video launched during **National Teen Driver Safety Week**, which also had the theme of **#KnowWhatImpairedMeans**: people shared the campaign video and messages on social media.



KnowWhatImpairedMeans video screenshot

social media campaign
#KnowWhatImpairedMeans
6.4 million
impressions

Building on this success, **Health Canada's Substance Use and Addictions Program** has awarded Parachute funding through to 2021 to expand **#KnowWhatImpairedMeans** into a larger national campaign. We'll develop and test messages with 15- to 24-year-olds to discover effective ways to raise awareness of the dangers of drug-impaired driving among teen and young adult drivers, as well as with their families and with professionals working with teens and young adults. As well, we'll consult with experts from the **Traffic Injury Research Foundation** and the **Canadian Centre for Substance Abuse**.

Teen driver safety messaging
11.5 million
impressions

National Teen Driver Safety Week (NTDSW)



NTDSW, which took place Oct. 22 to 28, focused on drugged, distracted, drunk and aggressive driving, including speeding. We worked with local schools, police and other partners to implement activities in communities across the country and create discussion on social media. Parachute distributed **80 community resource kits**, including materials for a Positive Ticketing Challenge.



Kelley Teahen, right, at the Association of Registered Graphic Designers' Designathon

Our social media campaign featured custom illustrations created earlier in 2018 during the **Association of Registered Graphic Designers' first Designathon**, a 12-hour event where design students and recent

grads work pro-bono on real-life design projects for non-profit organizations. Four graphic design students, working with a senior graphic designer and Parachute's Director of Communications **Kelley Teahen**, came up with a suite of visuals to support this year's #NTDSW messaging.



Students from **Assumption College Catholic High School** in Windsor, Ontario take a safe driving pledge at an event with the **Windsor Police Service** that also included issuing "positive tickets" with awareness messaging to reduce dangerous driving.



Throughout the year, Parachute participates in additional teen driver safety events organized by our partner organizations. Parachuters **Margarita Boichuk**, left, and **Isabel Cupryn** attended an Ontario Students Against Impaired Driving conference and workshop in Niagara Region.



#CrossSAFE

This rail-safety initiative, supported by **Transport Canada** and in partnership with **Operation Lifesaver**, brought the Vision Zero lens to rail safety, with the primary long-term goal of achieving zero road-related fatalities and injuries in communities across Canada.

We engaged five Canadian communities – **Rainy River, Sault Ste Marie and Sioux Lookout** in Ontario, **Humboldt, Sask., and Grande Prairie, Alta.** – to deliver rail-safety education activities.

Special thanks to the volunteers at the **Burlington Model Railway Club**, a member of the **National Model Railway Association**, for helping us create our suite of videos and images that supported the social campaign on Facebook, Twitter and Instagram.



See videos on Parachute's YouTube channel:
youtube.com/parachutecanada

#CrossSAFE campaign

3.8 million
impressions

Walk This Way

Parachute's Walk This Way pedestrian safety initiative, sponsored by **FedEx Express Canada**, aims to reduce child pedestrian injuries and deaths, while encouraging healthy and active living.

- **Safe School Zones** is a multiple-country Walk This Way project that focuses on pedestrian safety around elementary schools, with an aim to make permanent environmental improvements. Parachute awarded grants to **Sherbrooke Safe Community** in Quebec and **Safe Communities Northumberland** in Ontario to participate in the project over two years (2018 to 2020).
- The **Pace Car** program is a locally delivered, nation-wide program focused on raising awareness around speed reduction in communities, especially in school zones and pedestrian-dense area. Parachute continues to receive interest from communities across Canada to implement the program.
- Parachute's **Walk This Way** seasonal communications campaign focuses on providing key messages throughout the year, highlighting times when the risk of pedestrian injuries / fatalities and distracted driving increase, such as Halloween and back to school.

Walk This Way campaign

63 million
social media impressions

11 million
media impressions



From Halifax to Vancouver, **26 Canadian landmarks** lit up “Parachute Green”; **11 municipalities** declared July 5 National Injury Prevention Day and Parachute held a flag-raising ceremony at **Toronto City Hall**.



Childproofing 101

Parachute partnered with **Today's Parent** and **IKEA Canada** to present **Make Room for Kids: Childproofing 101**, a special discussion event held at IKEA Etobicoke on May 30, 2018, to help parents learn the ins and outs of making their home safe for your their families.



Panelists **Marsha Smith**, President of IKEA Canada; **Sasha Emmons**, Editor, Today's Parent; **Steve Podborski**, President and CEO, Parachute; and **Andrea Traynor**, Editor-in-Chief of mommygearrest.com.

Snow sports safety

Parachute partnered with the **Canadian Ski Council**, **Ontario Ski Resorts Association** and the **Technical Safety and Standards Authority** to produce **Gravity: A serious film about downhill adventures and safety**. The film, which features safety experts as well as Olympic ski and snowboard champs, will be shown extensively in ski resorts around Canada. The 23-minute video, posted to Parachute's YouTube channel, can also be viewed in five shorter segments on:

- helmets
- proper gear
- Alpine Responsibility Code
- lift safety
- big mountain skiing

Parachute President and Steve Podborski, centre, at the launch of Gravity at the **Toronto Ski + Snowboard Show** before an interview with the **Weather Network's Rachel Shousten**.



Poisoning awareness and prevention

With support from the **Technical Standards and Safety Authority (TSSA)** in Ontario Parachute developed a new carbon monoxide information section on Parachute's website, providing resources for communities along with a TSSA toolkit and promoting TSSA's new "Silent Killer" virtual reality video. Parachute also led the discussion to have carbon monoxide poisoning be the theme for the March 2018 **Poison Prevention Week** in Canada.

#COSafety

33.6 million
social media impressions

Parachute has taken on the role of Secretariat for the **Canadian Surveillance System for Poison Information (CSSPI)**, which has the goal of implementing a national poison surveillance system. This work involves **Health Canada**, the **Public Health Agency of Canada**, **Public Safety** staff and the **Canadian Association of Poison Control Centres**. As Secretariat, Parachute will provide support to organize national meetings and undertake knowledge translation activities, including creating annual reports based on the CSSPI data.



Pamela Fuselli interviewed on CTV News



The campaign used images of a child being tempted by edible cannabis treats

One week before the legalization of cannabis in Canada in October 2018, Parachute partnered with the **Canadian Association of Poison Control Centres** and the **Ontario Poison Centre** to launch an awareness campaign about the effects of incidental exposure to cannabis in children called **#PotCanPoisonKids**.

We issued a news release and launched a social media campaign.

This initiative formed the basis of a submission Health Canada's **Substance Use and Addictions Program** to apply for multi-year funding to expand and sustain the campaign.

#PotCanPoisonKids

6.1 million
traditional media impressions
from outlets such as CTV News, Global News,
National Post, Globe and Mail, and Winnipeg Sun

Seniors' Falls

The Health Aging Program, under the Division of Aging, Seniors and Dementia at the Public Health Agency of Canada, has provided funding to Parachute for the **Pan-Canadian Senior Falls Prevention Network**.

The goal of the project is to create a Pan-Canadian Seniors' Fall Prevention Network for health-care professionals to access evidence-informed fall prevention tools, and for Canadian seniors, their families and caregivers to access resources and solutions to reduce the incidence of falls and support seniors to live independent healthy, active lives.

Partners on the steering committee are the **Alberta Injury Prevention Centre, Atlantic Collaborative on Injury Prevention, Ontario Neurotrauma Foundation and Canadian Association of Occupational Therapists**.



With funding from the Ontario government, Parachute produced the **Smart Moves Compendium: Resources and Learning Opportunities Inventory for Caregivers on Fall Prevention and Cognitive Impairment** that was included in the 2018 Fall Prevention Month toolkit. VP **Pamela Fuselli** presented on this topic at the 2018 **Canadian Fall Prevention Conference** in St. John's, N.L.

Parachute is also the Ontario co-ordinator for the **Canadian Fall Prevention Curriculum** and continues to offer this training through a network of facilitators throughout the province.

CONTESTS

Stacey Levitt Award

The **Stacey Levitt Memorial Award** was created in memory and celebration of Stacey's life by her family through Parachute; Stacey died at age 18 after being struck by a vehicle driver when she was jogging. This award of \$2,500, given to a Canadian high-school student, encourages Canadian youth to embody Stacey's qualities and ideals as well as Parachute's overarching goal of a long life lived to the fullest, while maintaining an approach that is rooted in risk management and injury prevention.

In 2018 Parachute, received 272 applications for the award from eight provinces and one territory.



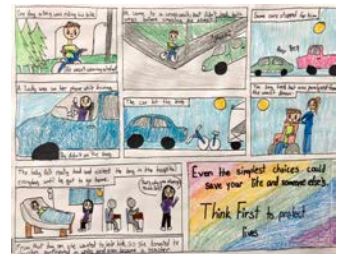
"I am highly motivated and energetic. I feel happy when I am involved in my school and in my community. It has taken a lot of courage for me to do the things I have done! I am a small, soft-spoken girl but if a mountain needs moving I will give it a try."

*– Katherine Walsh of Bedford, N.S.
winner of the 2018 Stacey Levitt Award*

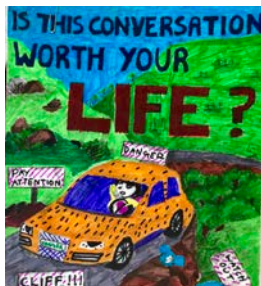
iThinkFirst

"Is this conversation worth your life?" "Even the simplest choices can save your life and someone else's." "I put my helmet on to prevent me from hurting my head when I ride my bike or scooter!"

These messages, and many more, powerfully illustrated by children's drawings, were among the winners of the 2018 I Think First contest run by Parachute and sponsored by **TD Bank Group**.



Serena Soc (age 11), Holy Ghost School, Winnipeg, MB



Shaun George Thomas
(age 10), Dunrankin Drive Public School, Mississauga, ON

Students from kindergarten to Grade 8 from across Canada were invited to submit creative art projects, explaining in their own words why and how they "Think First!" to prevent injury when they are active at play, school, or at home. The top three winning classrooms received a classroom can you avoid two classrooms so close together set of helmets and a \$500 Amazon gift card.

The top three classrooms: **Belleisle Elementary School, Springfield, N.B.; Dunrankin Drive Public School, Mississauga, Ont.;** and **Holy Ghost School, Winnipeg, Man.**

Canada's Favourite Crossing Guard Contest

Sponsored by **FedEx Express Canada** as part of the **Walk This Way** initiative, 2018's contest drew more than 670 nominations from seven provinces. Our winning contestants all had multiple nominations from grateful parents, teachers and students for their diligent work to keep kids safe as they walk or ride to-and-from school.

Our three winners were **Christian Behnke** from **North Vancouver, B.C.**; **Darnley Lewis** from **Oakville, Ont.**; and **Pierce Casey** from **London, Ont.** Each received \$500 and a commemorative sculpture, and their schools received \$500.

Media in Vancouver, the Greater Toronto Area and London, Ont., covered the story of local winners and the school events that celebrated their wins



6 million
traditional media impressions
from outlets such as CTV Vancouver, CTV
London, and Toronto Star



CHRISTIAN BEHNKE, NORTH VANCOUVER, B.C.: A volunteer crossing guard at Cleveland Elementary School, he leads Grade 6 and 7 students who also volunteer to assist with ensuring roads and crossings are safe. A DJ by trade, he volunteers to bring music to the school's "Walk & Wheel" days and supports other school activities with his music.



PIERCE CASEY, LONDON, ONTARIO: He takes care of both the physical safety and emotional health of the 300 students at Evelyn Harrison Public School, taking on the role of confidant and dispute-resolver. He attends school concerts and sporting events as an "honorary grandparent" for students whose family are not available.



DARNLEY LEWIS, OAKVILLE, ONTARIO: Staff, students and parents at St. Mary Catholic Elementary School praise Lewis for his gentle demeanour with students, protecting them from aggressive drivers at a dangerous urban crossing spot. Says one nominee: "He is a foot soldier of safety at the corner of inconsiderate and entitlement." He also is a hospital volunteer.

OUTREACH AND ENGAGEMENT

Government Relations

Parachute advocates for changes to regulations and laws that will help prevent Canadians suffering serious and fatal injuries.

In Ontario, **President and CEO Steve Podborski** testified in February at the public hearings at into Bill 193, Rowan's Law (Concussion Safety). CTV News interviewed him after his testimony; the bill became law on March 6, 2018.

Parachute also participated in a consultation to the **Ministry of Transportation Ontario** on increased distracted driving penalties and safe school zones legislation, supporting the implementation of both as they came into effect.

Parachute has continued our relationships with **federal government** ministries such as health (including Health Canada and the Public Health Agency of Canada / PHAC), Transportation, and Sport. We serve on several federal committees including:

- **Sport Canada Federal-Provincial/Territorial Working Group on Concussions in Sport:** This working group is composed of representatives from PHAC, several provincial and territorial ministries responsible for concussion and national organizations such as **Hockey Canada**, **Coaching Association of Canada**, **Canadian Centre for Ethics in Sport** and National Sport Organizations.
- **Transport Canada**, Vulnerable Road User Countermeasures Advisory Panel, which produced the **Safety Measures for Cyclists and Pedestrians Around Heavy Vehicles – Summary Report**.
- **Canadian Standards Association:** Parachute serves as a member of the Window Coverings Technical Committee and the School Bus Technical Committee.



Parachute President and CEO Steve Podborski (at left) with Ontario's Minister of Tourism, Culture and Sport **Daiene Vernile** (in green, at centre), **Kathleen and Gordon Stringer** (to the minister's right), Parachute board director **Dr. Charles Tator** (next to Gordon Stringer) and other officials celebrate the passage of Rowan's Law in Ontario. Named after Rowan Stringer, who died from second-impact syndrome following a series of undiagnosed concussions sustained playing rugby, the new law will mandate concussion recognition and management protocols for sports organizations and schools in Ontario.

PARACHUTE IN THE NEWS, 2018

155 million
social media impressions

135 million
traditional media impressions

16.8 million
impressions for the top unique Parachute hashtag,
#TurnSafetyOn

36,000
YouTube views

28.8 million
largest number of traditional media impressions
in one month - June 2018

1.5 million
Twitter impressions of Parachute's posts

8,850
Twitter followers

400,000
pageviews to parachutecanada.org website

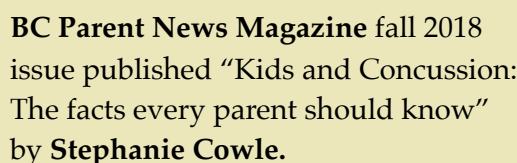
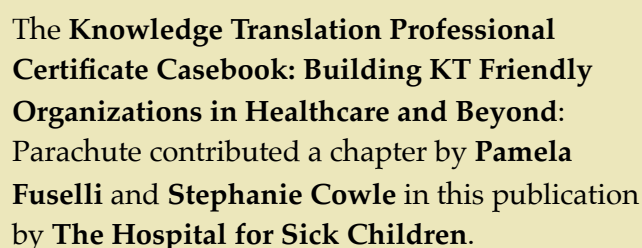
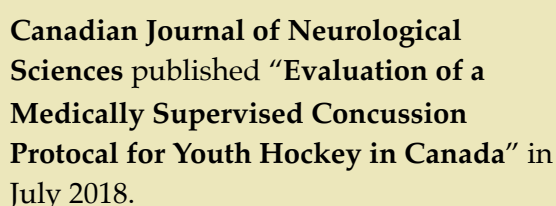
21
interviews: most done in one day on **July**
5 National Injury Prevention Day

390
articles or broadcast mentions
of Parachute in 2019

20%
increase in followers on our reactivated
Instagram and LinkedIn feeds

Publications

In addition, Parachute staff wrote for several publications, including:



Presentations

At the **2018 Annual Scientific Conference** in Ottawa hosted by the Cardiac Arrhythmia Network of Canada; VP, **Pamela Fuselli** presented a workshop on "knowledge translation" - best practices for how to share information about research with wider audiences, one of the key things we do at Parachute in the field of injury prevention.



Parachute Director **Valerie Smith** travelled to Bangkok to attend the **13th World Conference on Injury Prevention and Safety Promotion**. Here she is with Parachute's poster presentation on Vision Zero in Canada. She also gave a podium presentation on Parachute's work on the Concussion Harmonization Project.



President and CEO **Steve Podborski** presented at the "The Consequences of Concussion" public forum to open the **Canadian Concussion Conference** at Toronto Western Hospital. He's seen here with fellow presenter **Katherine Snedaker**, founder of **Pink Concussions**.



VP **Pamela Fuselli**, second from right in photo, was part of a panel discussion at the **Economic Club of Canada** to discuss distracted driving and campaigns such as **#EverySecondMatters** to educate drivers to focus and pay attention when they drive.

OUR EXPERTS AND NETWORKS

Expert Advisory Committee

Parachute's Expert Advisory Committee members advise on Parachute's activities in programming, research and evaluation, knowledge translation and policy and collaborate with Parachute on identified projects and activities. The 2018 members were:

Dr. Ian Pike, BSPE, M.Sc., PhD (Chair)

*Director, BC Injury Research and Prevention Unit
Clinical Investigator, Child & Family Research Institute
Associate Professor, Department of Pediatrics, University of British Columbia
Co-Executive Director, The Community Against Preventable Injuries*

Dr. Michael D. Cusimano, MD, MHPE, FRCSC, PhD, FACS

*Division of Neurosurgery, St. Michael's Hospital
Professor of Neurosurgery, Education and Public Health, University of Toronto*

Dr. Carolyn Emery, BScPT, PhD

*Associate Dean Research and Associate Professor, Faculty of Kinesiology
Co-chair Sport Injury Prevention Research Centre, Faculty of Kinesiology
Pediatrics and Community Health Sciences, Faculty of Medicine, University of Calgary*

Dr. Audrey R. Giles, BPHE, BA, PhD

Associate Professor, School of Human Kinetics, University of Ottawa

Dr. Claude Goulet, MSc, PhD

Professor, Department of Physical Education, Université Laval

Dr. Brent Hagel, BPE, MSc, PhD

*Associate Professor, Research Methods Team
Departments of Pediatrics and Community Health Sciences
Alberta Children's Hospital Research Institute for Child and Maternal Health
Cumming School of Medicine, University of Calgary*

Dr. Andrew Howard, MD, FRCSC, MSc

*Chief, Division of Pediatric Orthopedics
Director, Office of International Surgery
Senior Scientist, Hospital for Sick Children Research Institute
Associate Professor, Departments of Surgery and Health Policy, Management, and Evaluation
University of Toronto*

Dr. Alison Macpherson, PhD

*Associate Professor, Faculty of Health - School of Kinesiology & Health Science, York University
Adjunct Scientist, Institute for Clinical Evaluative Sciences*

Dr. Cameron Mustard, A.B., Sc.D.

*President and Senior Scientist, Institute for Work & Health
Professor, Dalla Lana School of Public Health, University of Toronto*

Dr. David A. Sleet, PhD

Associate Director for Science, Division of Unintentional Injury Prevention, National Center for Injury Prevention & Control (USA)

Dr. Richard Stanwick, MD, MSc

*Chief Medical Health Officer, Island Health
Past President, Canadian Pediatric Society
Adjunct Professor, Faculty of Health Information Science, University of Victoria*

Dr. Lynne Warda, MD FRCPC

*Associate Professor, Department of Pediatrics and Child Health
Injury Prevention and Child Health, Winnipeg Regional Health Authority*

Dr. Natalie L. Yanchar, MD, MSc, FRCSC

*Professor, Pediatric General Surgery, University of Calgary, Alberta Children's Hospital
President, Trauma Association of Canada*

Safe Communities

Parachute oversees a network of **68 designated Safe Communities** in Canada. They have brought together local officials from their municipalities at a leadership table, including representatives from local government, public health, police, fire and emergency services, educational institutions, local business, and health and safety organizations. Designated Safe Communities have completed a formal Priority Setting Exercise and community scan. Parachute reaches out to these communities to activate programs locally, from Safe Kids Week to National Teen Driver Safety Week.



The Canadian Collaborating Centres for Injury Prevention

Established in 1999, The Canadian Collaborating Centres for Injury Prevention is a community of practice representing injury prevention centres throughout Canada. Its membership represents all the provincial injury prevention centres and the leading national injury prevention organizations in Canada. Parachute serves as a member and the Secretariat for this national coalition.



Canadian Drowning Prevention Coalition

Parachute's VP **Pamela Fuselli** is on the board of directors for the Canadian Drowning Prevention Coalition, which published the third edition of the **Canadian Drowning Prevention Plan** in 2018. She also serves on the technical group focusing on drowning in young children, ages birth to 4.



OUR PARTNERS

Trauma Association of Canada

Parachute is a member of this not-for-profit professional organization focused on the care of the injured patient and family. We partner with them on injury-prevention strategies and education. In 2018, we issued a joint news release May 16 on “Trauma Season” – what emergency room staff call the period from the long weekend in May to the long weekend in September, when your chances of causing or suffering traumatic injuries on our roads is 30 per cent higher than they are from September through May. The story was picked up by CBC Radio news.

Regional Alliances

Parachute is piloting formal relationships with **B.C. Injury Research and Prevention Unit**, the **Alberta Injury Prevention Centre**, **Child Safety Link** in Nova Scotia and the **Atlantic Centre on Injury Prevention**.

Through memorandums of understanding, we aim to work proactively and collaboratively with these groups to reach as many Canadian injury prevention stakeholders as possible. We will share best-practice injury prevention resources, information and strategies to build capacity and knowledge-exchange opportunities and strengthen collaboration to reduce duplication, amplify reach and advocacy, as well as reduce confusion among our target audiences.



Parachute President and CEO Steve Podborski celebrated the 20th anniversary of the Alberta Injury Prevention Resource Centre in Calgary with Kathy Belton, Associate Director, and Director Don Voaklander

OUR SPONSORS

\$100,000+



STRONGER COMMUNITIES TOGETHER™



Transport
Canada

Transports
Canada



Public Health
Agency of Canada

Agence de la santé
publique du Canada



\$25,000-99,999



In-kind media support



\$10,000-24,999

Foster Hewitt Foundation | Saskatchewan Government Insurance (SGI) | Rick Hansen Foundation

FINANCIALS

STATEMENT OF FINANCIAL POSITION As At December 31, 2018

ASSETS	
Accounts receivable	\$390,317
Prepaid expenses	51,410
	<u>441,727</u>
Property and equipment	50,950
	<u>\$492,677</u>

LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and other	\$320,606
Deferred Contributions	384,519
	<u>705,125</u>
Net Assets	(212,448)
	<u>\$492,677</u>

STATEMENT OF OPERATIONS For the year ended December 31, 2018

REVENUE	
Grants	\$1,078,558
Sponsorship	863,750
Contributions	564,841
Program fees	134,644
Other revenue	130,057
	<u>\$2,771,850</u>

EXPENDITURES	
Personnel costs	\$1,368,932
Costs of services and materials	941,492
Rent and office administration	250,527
Travel and conferences	85,358
Information technology	52,049
Communications and marketing	24,983
Amortization	19,557
	<u>\$2,742,898</u>
Excess of revenue over expenditures for the year	<u>\$28,952</u>

The above financial summary is an excerpt from Parachute's audited financial statements.



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