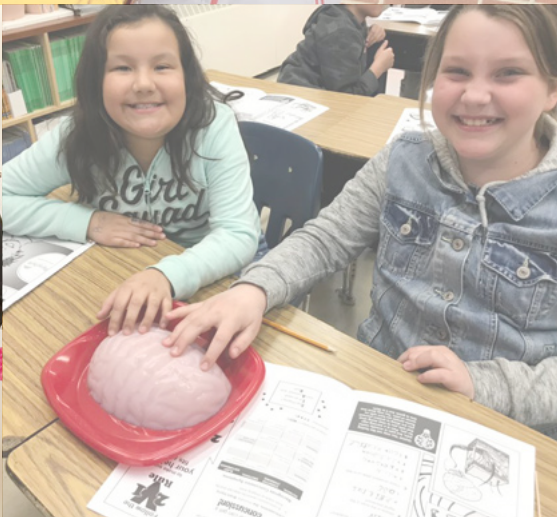




BACK TO SCHOOL
How to prevent traffic accidents in school areas




Parachute
PREVENTING INJURIES. SAVING LIVES.

2019 Annual Report

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MESSAGE FROM

Patricia H. Southern, Chair

In 2019, Parachute had a year of change and the start of many new exciting activities. This year, Parachute launched new initiatives focused on cannabis impairment (#KnowWhatImpairedMeans) on school zone safety (Elementary Road Safety) and on safe sports (Smart Hockey). Our work is only possible through funding partners such as Desjardins Insurance, Aviva, Hydro One, FedEx, Canada Life, Economical Insurance, Scotiabank, the Public Health Agency of Canada and Health Canada.

President & CEO, Steve Podborski, retired and moved to Fogo Island, a complete change to living in downtown Toronto. Steve agreed to continue his service to Parachute by joining the Board of Directors.

In August, Parachute welcomed Pamela Fuselli as our third President & CEO. As one of the four leaders behind the amalgamation to form Parachute, she possesses passion for and experience in the field of injury prevention. Her commitment to injury prevention is evident from her extensive relationships across Canada with government, community, corporate and academic stakeholders. She is a member of the boards of several injury-prevention-related organizations and a sought-for speaker on this subject by many preeminent bodies nationally and internationally.

Following many years of service to Parachute and Think First (a predecessor to Parachute), Dr. Charles Tator retired from the Board of Directors. Dr. Tator is a world-renowned researcher and advocate for concussion prevention and treatment. Parachute is deeply grateful for his counsel and support throughout. Dr. Tator has continued his involvement by joining Parachute's President's Council. The Board also welcomed new directors Dr. Ian Pike and Dr. Michael Ellis, both of whom have previously served on Parachute's Expert Advisory Committee. Dr. Pike is a perennial advocate of safety and has 30 years' experience in injury prevention and healthy lifestyle promotion. Dr. Ellis is a neurosurgeon with extensive experience in clinical management of pediatric concussion.

On behalf of the Board of Directors, we are very grateful for the commitment and hard work of the staff of Parachute. Their creativity and responsiveness to all opportunities and challenges have allowed Parachute to achieve the high regard and respect of its partners and stakeholders.

Board of Directors

December 31, 2019

CHAIR

Patricia H. Southern,
Cassels Brock, CFO

VICE CHAIR

Donna Wilson, *Provincial Health
Services Authority, B.C., Vice
President, People & Performance*

PRESIDENT AND CEO

Pamela Fuselli, *Parachute,
President and CEO*

BOARD MEMBERS

Sylvio Deluca, *Media City, CEO*

David Deveau, *Inland Group,
Vice President Environmental
Health & Safety*

Peter Dyakowski, *Self-Employed,
Professional Athlete*

Dr. Michael Ellis, *Pan Am Concussion
Clinic, University of Manitoba*

Dr. Ian Pike, *University of British
Columbia, Professor of Pediatrics*

Steve Podborski, *Retired*

Zoe Robinson, *Canadian Ski Patrol,
CPA, CMA*

Alan Wainer, *Crowe Soberman LLP,
Partner, Audit & Advisory Group*



MESSAGE FROM

Pamela Fuselli, President and CEO

Preventable injuries affect the lives of every Canadian. I have the privilege of leading a group of dedicated and skilled individuals who come together to create programs and initiatives that address serious and fatal injuries. We see and feel the impact, the devastation, that individuals, families and communities experience. And every time we hear about another loss, we recommit to working that much harder to make a difference. But we can't and don't do it alone. We seek out likeminded colleagues and organizations across the country to collaborate with, who bring different or complementary skills, and by working together we go farther. This includes our funding partners, who fuel activities and contribute valuable experience and perspectives.

The Parachute team spread their creative wings and the result was the release of several high-profile public awareness campaigns with eye-catching messages and visual appeal. We developed new programs that addressed the emerging issue of cannabis poisoning to children and renewed existing programs such as Smart Hockey. Our work in the area of road safety, striving toward the vision of zero serious or fatal injuries, expanded with the publication of two case studies that looked at successes and opportunities as well as learning from key stakeholder experiences. Parachute.ca was built and launched, no small task to create a bilingual, mobile-friendly platform!

Living a long life to the fullest is everyone's goal. At Parachute, addressing the leading cause of death is our contribution toward that goal.

The Parachute Team



Margarita Boichuk,
*Co-ordinator, Digital and
Social Media*



Stephanie Cowle, *Director,
Knowledge Translation*



Mary Dimas, *Project Manager*



Janice Eales, *Director,
Fund Development*



Michael Gemar, *Manager,
Technology and
Creative Services*



Rachel Lamont, *Co-ordinator,
Knowledge Translation
and Programs*



Linda Neal, *Vice President,
Finance and Administration*



Brad Offman, *Chief Corporate
Relations Officer*



Sandra Padovani, *Specialist,
Communications*



Anuisa Ranjan, *Co-ordinator,
Knowledge Translation
and Programs*



Leslie Shepherd,
Project Manager



Valerie Smith, *Director,
Programs*



Julie Taylor, *Manager,
Knowledge Translation
and Programs*



Kelley Teahen, *Vice President,
Communications and Marketing*



David Wilson, *Manager,
Office Operations and
Program Delivery*



Canada's road safety leaders



NATIONAL PARTNER:



Vision Zero, a multinational traffic safety initiative founded in Sweden in the late 1990s, commits that no one should be killed or seriously injured within the road transport system. In Canada, since 2016, Parachute has been the national leader to promote and share Vision Zero research, resources and best practices. In 2019, Parachute was selected to write the Canadian chapter for the **Vision Zero International Handbook**, to be published in 2020. **Desjardins Insurance** is our national partner for this initiative.

2019 Calgary Conference



▲ Parachute's CEO, **Pamela Fuselli**, gave the keynote address on Vision Zero at the Canadian Association of Road Safety Professionals (CARSP) 2019 Conference in Calgary



▲ **Valerie Smith**, Parachute's Director of Programs and a member of the CARSP board, led a full-day Vision Zero Workshop following the CARSP conference in Calgary.



▲ Pamela, centre, also appeared on BT Calgary to talk about Vision Zero.



Case Study Series

Issue 8: December 2019

Vision Zero Canadian Landscape 2.0: Successes and Opportunities

parachute.ca/visionzero

Word On The Street

This quarterly e-newsletter highlights new resources available to 370 members of Parachute's Vision Zero network of road safety professionals across Canada. In 2019, these included three in-depth case studies:

- Implementation Experiences in Three Canadian Communities
- Vision Zero: Learning from Key Stakeholder Experiences
- Vision Zero Landscape 2.0: Successes and Opportunities

This Was Not An Accident

Thanks to billboard space donations from **Media City** in English Canada and **Outfront Media** in Quebec, this campaign to drive awareness of Vision Zero ran for a second summer in 2019 and garnered **18.8 million impressions** in Quebec and **51 million impressions** from major urban centres in Ontario, Manitoba, Alberta and B.C.



#KnowWhatImpairedMeans campaign

PARTNER:



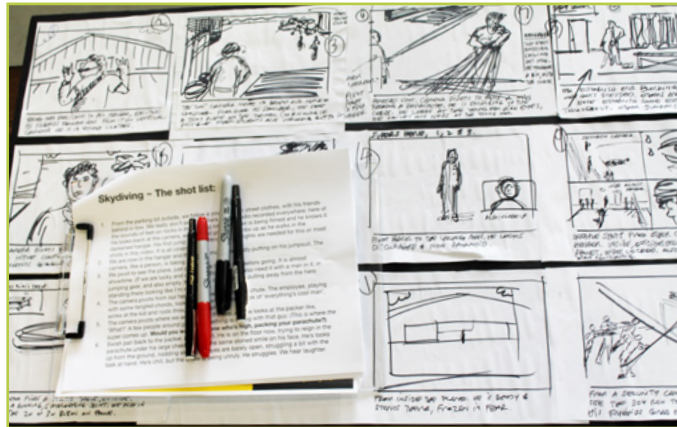
Public Health
Agency of Canada

Agence de la santé
publique du Canada

Parachute, with funding from the **Substance Use and Addictions Program** of **Health Canada**, launched part one of a new two-year campaign to raise awareness of the effects of cannabis on driving ability in fall 2019.

Working with agency of record Mass Minority, we created a multi-channel campaign aimed at Canadians ages 15 to 24, using:

- Two videos, “Skydiver” and “Rock Climber”, each in English and French and created in 15- and 30-second versions.
- Five short videos for Instagram and other social media
- A sculpture installation where the word “IMPAIRED” reveals itself in red amid all the slang words for the effects of cannabis use, which appeared at the CNE in August and September and in Nathan Phillips Square, Toronto, in October.



◀ The storyboard for the Skydiver video

Filming the Skydiver video in two ▶
framings: horizontal for video screens
and vertical for mobile phones



◀ On set at the Rock Climber video



▲ Parachute's VP Communications and Marketing **Kelley Teahen**, centre, with director **Gary Holme** and Mass Minority President **Brett Channer**

The campaign, promoted on social media, resulted in **7 million hashtag impressions** for #KnowWhatImpairedMeans. **Newad** donated space on its campus and restaurant video channels across Canada, adding another **7.8 million impressions** for the 15-second videos. In addition, the campaign drew almost **4 million engagements** on YouTube, Facebook, in person at the installations and through influencer postings.



▲ The Parachute team visits the Impaired sculpture installed at the 2019 Canadian National Exhibition



PARTNER:



National Teen Driver Safety Week (NTDSW) 2019

NTDSW built on the #KnowWhatImpairedMeans campaign, focusing on cannabis-impaired driving as well as the dangerous effects of speeding, distraction and alcohol on the ability to drive safely.

Partners across Canada ran Positive Ticketing Campaigns and information events at schools and with community groups.



- ▲ Two Woodstock ON students were among many who took the NTDSW Photobooth selfie challenge, using a frame included in NTDSW activity toolkits provided to 88 partners across Canada.



- ◀ A student from London ON made his own “Impaired” sign modelled on the sculpture installation that was part of the campaign.

- ▶ The Greater Sudbury Police Service worked with local teens to give out “positive tickets” outlining safe driving tips to teen drivers.





▲ **Rachel Lamont**, Co-ordinator, Knowledge Translation and Programs at Parachute, at the Desjardins event.

Social media impressions:
17.8 MILLION
 #NTDSW2019: **10.8 MILLION**
 #KnowWhatImpairedMeans:
7 MILLION

Traditional media impressions:
6.5 MILLION



Two Desjardins staff get into the spirit of the Photobooth Challenge. ►



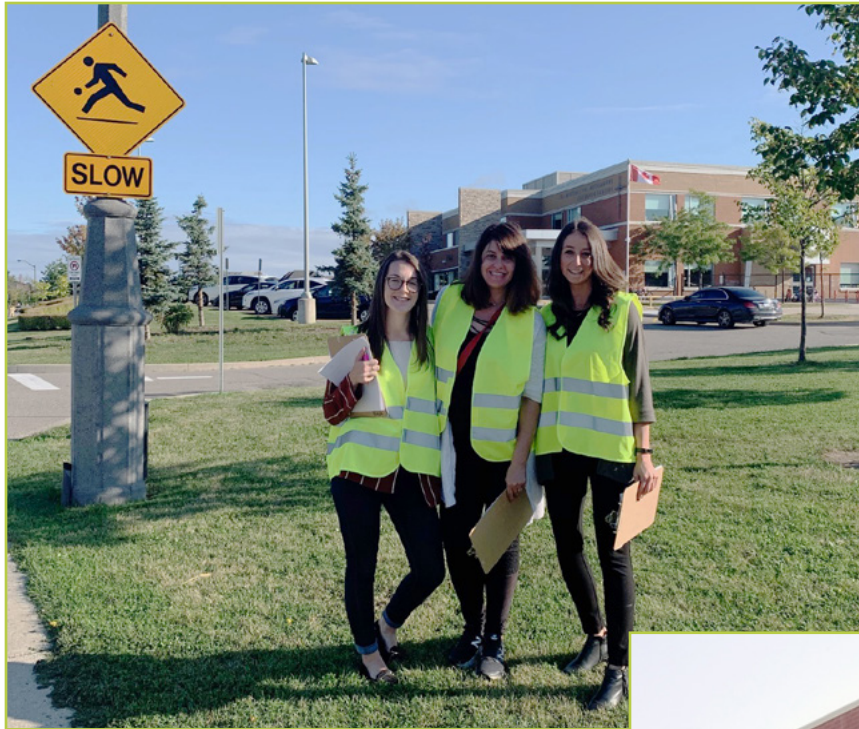
FOUNDING SPONSOR:



In 2019, with support from a new partner, **Aviva**, Parachute launched a five-year program aimed at making elementary school zones across Canada safer places that encourages students to use active transportation: walking, cycling, scooting.



The program provides a suite of resources any school community can access to assess and improve their school zone safety. Over the five years, 20 school communities will receive in-depth support from Aviva and Parachute staff to undergo a three-year program of review and implementation of safety measures and initiatives.



▲ Parachute staff **Rachel Lamont**, Co-ordinator, Knowledge Translation and Programs and Program Manager **Mary Dimas**, along with external evaluator **Liraz Freedman**, do an initial site assessment at St. Michael the Archangel CES.

Parent **Jodi Killacke** and **Julie Taylor**, Parachute's Manager, Knowledge Translation and Programs, at the kick-off launch of Elementary Road Safety at Phoebe Gilman P.S.



In fall 2019, we selected three grant schools to kick off the program from Ontario:

- St. Michael the Archangel CES Vaughan
- Phoebe Gilman P.S. East Gwillimbury
- St. Stephen CES Ottawa

▼ Students and parents from Phoebe Gilman P.S. distribute “Slow Down” signs as part of the ERS launch.





PARTNER:



Part of the FedEx Walk This Way program support for Parachute, encouraging child pedestrian safety, Canada's Favourite Crossing Guard 2019 contest drew 159 nominations for 37 different crossing guards in seven provinces. The winners were:

- **Brian Smith**, Connaught Street School, Fredericton, NB
- **Elizabeth Savary**, Maurice Cody Public School, Toronto, ON
- **Linda Daum**, Shakespeare Public School, Stratford, ON



◀ **Brian Smith**, Connaught Street School, Fredericton, NB



▲ **Elizabeth Savary**, Maurice Cody Public School, Toronto, ON

◀ **Linda Daum**, Shakespeare Public School, Stratford, ON

News outlets in Toronto, New Brunswick and Stratford profiled their local heroes and the news release got wide pickup, resulting in **18.1 million traditional media impressions**.

In 2019, Parachute's Walk This Way seasonal communications campaign garnered more than **18.4 million social media impressions and 9 million media impressions**. This 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.

Media highlights

Parachute also promotes road safety through media appearances throughout the year.



- ▲ Parachute's then-CEO **Steve Podborski**, with the Toronto Star's **Norris McDonald**, talk about pedestrian safety at a facebook livestream from the 2019 Canadian International Autoshow in Toronto.



- ▲ Parachute's Director of Knowledge Translation, **Stephanie Cowle**, appears on Global News with host Antony Robarts to discuss back-to-school road safety.



Canada's home safety leaders



PARTNER:



Supported in Ontario by our new partner, **Hydro One**, Parachute's Safe Kids Week 2019 focused on the theme #FallProofYourHome. In Ontario we:

- Distributed 124 toolkits to partners at no charge
- Stimulated 200 SKW-related events
- Hosted a launch event in Kingston ON attended by Hydro One employees and their families, city officials, Parachute staff and our Kingston injury prevention partners.

Partners from 41 other communities across Canada ordered toolkits, bringing the national reach of community-based activities to 50,000 parents, caregivers and children.



We created a **#FallProofYourHome** video, tips, and resources to educate parents about preventing dangerous falls in the home and partnered with Today's Parent to share them, resulting in 156,000 video views on Facebook alone.

Social media impressions: **14.9 million**

- #SKW2019: 7.3 million
- #FallProofYourHome: 6.2 million
- Today's Parent social impressions: 1.4 million

Traditional media impressions: **6.3 million**



- ▲ Parachute's Manager, Knowledge Translation and Programs, **Julie Taylor** organized the Kingston event, which included a Fall Proof Your Home challenge, colouring sheets for the children, and other treats.



- ▲ This Hydro One family shows off their completed #FallProofYourHome checklist.

Federal support for #PotCanPoisonKids

PARTNER:



Public Health
Agency of Canada

Agence de la santé
publique du Canada

In June 2019, Health Canada, through its Substance Use and Addictions Program, awarded Parachute a four-year contract to expand its #PotCanPoisonKids awareness campaign to educate Canadian parents about the health hazards of children inadvertently consuming cannabis edibles.

The first phase of the campaign will roll out in 2020 after research and a national survey of parents conducted by Ipsos in late fall 2019.



▲ Canada's Minister of Health, the **Hon. Ginette Petitpas Taylor**, in red jacket, at the announcement of funding support for community-based cannabis public education initiatives, with Parachute's CEO **Pamela Fuselli**.



PARTNER:



The **Canadian Surveillance System for Poison Information**, a national initiative supported by Health Canada, brings together Canada's five regional poison centres, federal government agencies and provincial injury prevention centres to create a standardized, national reporting system for poisoning incidents and nation-wide information on poisonings.

Parachute co-chairs Toxicovigilance Canada's Public Outreach & Communications Working Group that has a mandate to develop a consistent, coordinated Pan-Canadian approach to poison awareness and prevention messaging.



In 2019, a standardized reporting system was established and work began on the Evidence Summary on Poisoning in Canada, expected to be published in 2020. Parachute also supported a social media campaign for Canada's National Poison Prevention Week.

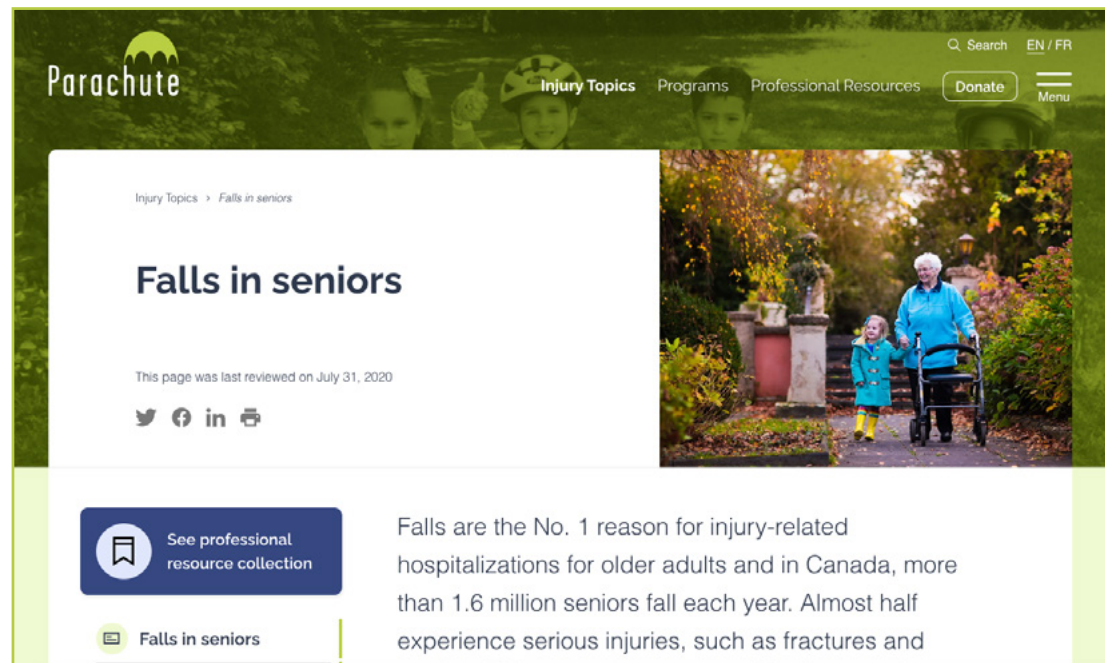
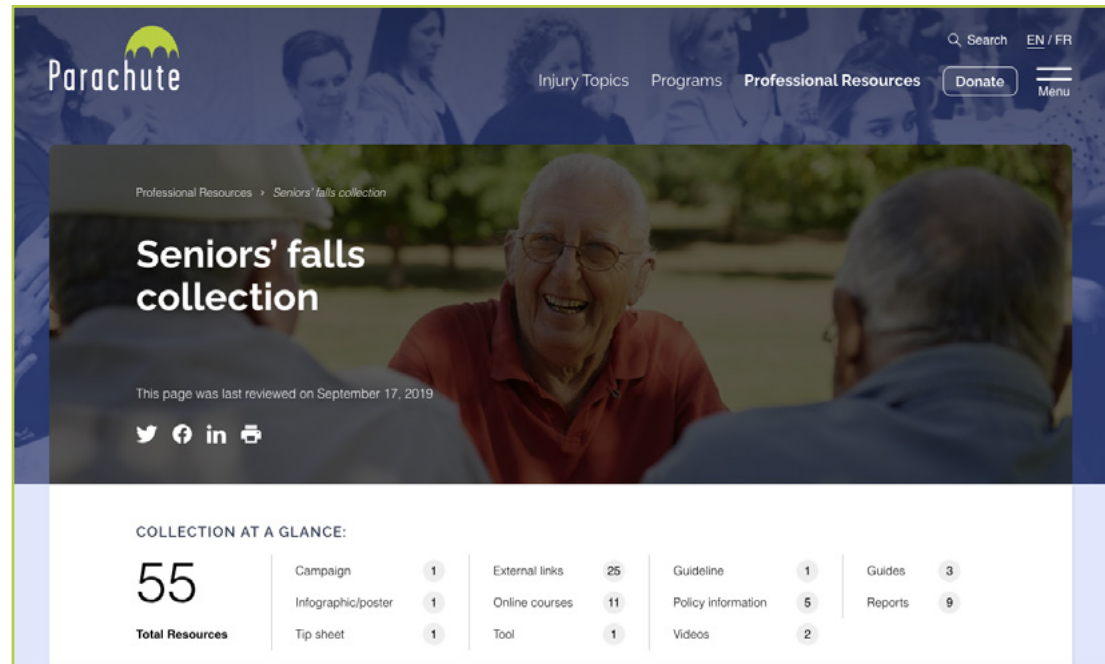
Preventing seniors' falls

PARTNER:



In February 2019, the **Public Health Agency of Canada** announced Parachute funding for the **Pan-Canadian Seniors' Fall Prevention Network** for 17 months spanning November 2018 to March 2020.

In collaboration with other organizations focused on injury prevention across Canada, Parachute created an online hub for individuals and health professionals at parachute.ca, making it easier for them to find tools, resources and information related to fall prevention and recovery. Parachute developed a collection of resources and tools for professionals, as well as a resource page for seniors, their families and other caregivers as part of our new website launched in September 2019.





Canada's concussion leaders

Concussion Harmonization Project, Phase 2

PARTNER:



Public Health
Agency of Canada

Agence de la santé
publique du Canada

In 2019, we continued our work on Concussion Harmonization thanks to phase 2 funding from the Public Health Agency of Canada. In this phase we:

- Increased our engagement of National Sport Organizations to harmonize their concussion protocols, from 42 to 49 NSOs.
- Partnered with the BC Injury Research & Prevention Unit to make four Concussion Awareness Training Tool (CATT) courses available in both official languages. 7,300 Canadians were trained on these modules.
- Trained 1,100 health professionals through the Concussion Awareness Training Tool (CATT) for Medical Professionals. We demonstrated the CATT MP increases knowledge and changes practice for concussion assessment, diagnosis and treatment.
- Partnered with Holland Bloorview Kids Rehabilitation Institute to update SCHOOLFirst, a resource to help educators support return to school after concussion.
- Reached more than 40,000 Canadian youth with digital content to increase their knowledge and confidence to recognize and respond to concussion.

Pamela Fuselli testified at the Government of Canada's House Standing Committee on Health, Subcommittee on Concussion to provide expertise and advice. This committee later published the report, Sports Related Concussions in Canada.



► **Stephanie Cowle**, Parachute's Director of Knowledge Translation, presents at the Public Forum: Concussion and Mental Health in November at the University Health Network, Toronto.



► Stephanie, left, also represented Parachute and networked with sports leaders at the 2019 Sport for Life conference in Gatineau QC, seen here with **Debra Gassewitz**, CEO of the Sports Information Resource Centre.

Accolades for Parachute's concussion leadership

Pamela Fuselli, then Parachute's Vice President, Knowledge Translation and Stakeholder Relations, and **Stephanie Cowle**, Manager, Knowledge Translation, presented at the 13th World Congress on Brain Injury, held in Toronto in March 2019.

- **Stephanie** presented a poster on the Concussion Harmonization Project in Canada
- **Pamela** presented a concurrent session on the Concussion Awareness Training Tool (CATT) for Medical Professionals



- ▲ During the Congress, Pink Concussions, an international group focusing on concussions in women, presented their 2019 Pink Concussion Awards. Parachute's then CEO, **Steve Podborski**, congratulated **Pamela Fuselli**, one of six recipients of the Pink Concussion Award at the Provincial Level for "their unending passion and group efforts to pass Rowan's Law in Ontario."



- ▲ Parachute's **Kelley Teahen**, **Pamela Fuselli** and **Stephanie Cowle**, along with pro-bono information designer **Chris Moorehead**, won the International Association of Business Communicators' Gold Quill Award of Merit 2019, publications category, for Canada's Concussion Leaders, an infographic showing the work and impact of Parachute during the first phase of the Concussion Harmonization Project.



PARTNER:



economical®

Now in its 14th year, this neuroscience education program for students in grades 4 to 6, supported by **Economical Insurance**, reached 12,526 students in 521 classrooms across Canada, through our network of 556 volunteer instructors. As well, teachers and other youth leaders access the Brain Waves material online and do course activities with their classes or groups.



◀ Two students from Kinistino Public School, Saskatchewan, feel a Jell-O Brain, a favourite part of the Brain Waves curriculum that drives home the brain's fragility.



▲ **David Wilson**, Parachute's Manager, Program Delivery, supports Brain Waves' volunteer site-co-ordinators and instructors across Canada.

Train for the Brain

PARTNER:



In 2019, **Canada Life** supported the creation of a new online resource hub for Brain Waves that includes new videos to demonstrate Brain Waves activities, updated activity guides, and a one-stop spot for resources to support our volunteer instructors. Dubbed “Train for the Brain”, the hub launched with the redesign of parachute.ca in September 2019.



- ▲ **Dr. Gray Moonen**, a former volunteer Brain Waves instructor, appeared in eight short videos to demonstrate Brain Waves activities for new volunteer instructors. Producer Tina Gladstone and her crew worked with Parachute staff to create the videos, filmed in an elementary school classroom and replicated in French using a French-speaking actor.



- ▲ In this video, **Dr. Gray Moonen** demonstrates how to find your vision “blind spot”; presenter **Josée Young** repeats the demonstration for the French-language video.

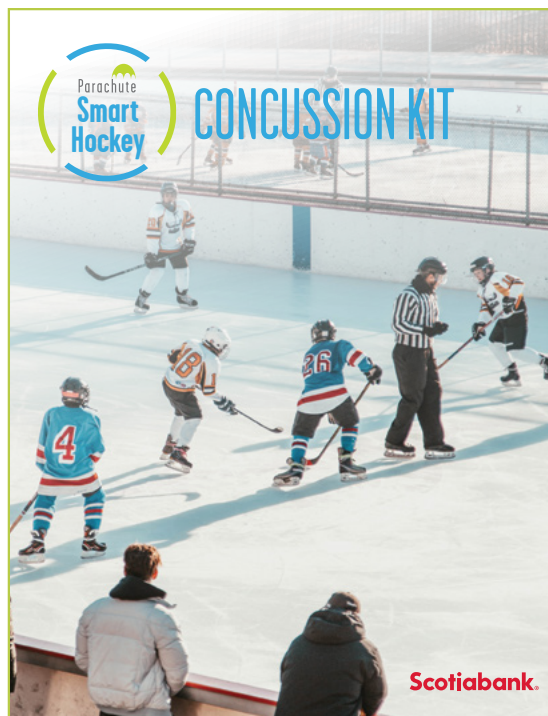


PARTNER:

Scotiabank®

Supported by Scotiabank, Parachute developed online resources to provide concussion prevention, recognition and management education and protocols. In 2019, we also piloted a resource kit provided to 23 teams with the Ontario Minor Hockey Association and 31 teams within the Waterloo Girls Minor Hockey Association.

These kits reached 3,300 participants (players, parents, coaches) and the digital Smart Hockey Kit materials had 4,693 downloads from parachute.ca in fall 2019.



THE KITS INCLUDE:

- Educational guides for coaches, trainers, safety personnel, hockey players and parents/guardians to help prevent, recognize and manage concussion
- Help for coaches to incorporate concussion education into their pre-season meetings
- Resources for recognizing and responding to concussion such as the Concussion Recognition Tool
- Resources for players and parents on how to manage concussion and return to hockey safely, including the Return-to-Sport Strategy and Personal Concussion Record for Players
- Tools to help create a concussion-safe environment for hockey players
- For teams receiving the full kit, no-contact pinnies, a coach clipboard highlighting concussion recognition and promotional materials.



▲ Players from the West Hill Golden Hawks Atom A team in Scarborough, ON, show off their #WePlaySmartHockey sign, part of the resource kit provided through Smart Hockey.

Ontario Government Rowan's Law resources



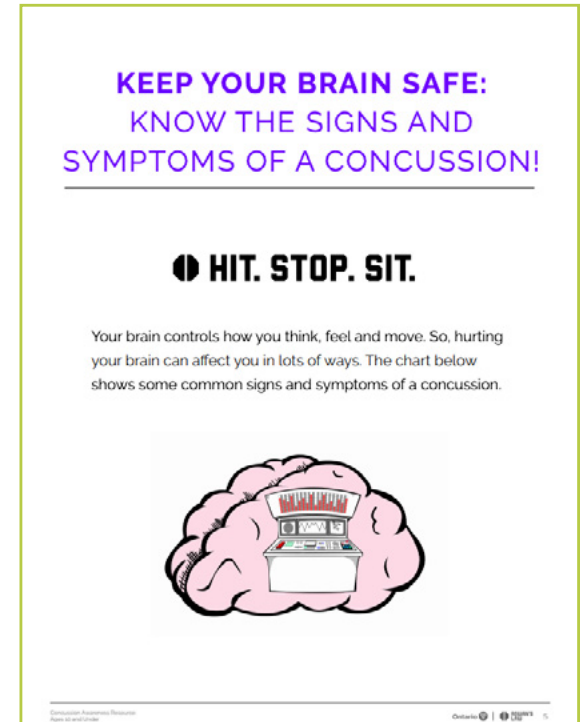
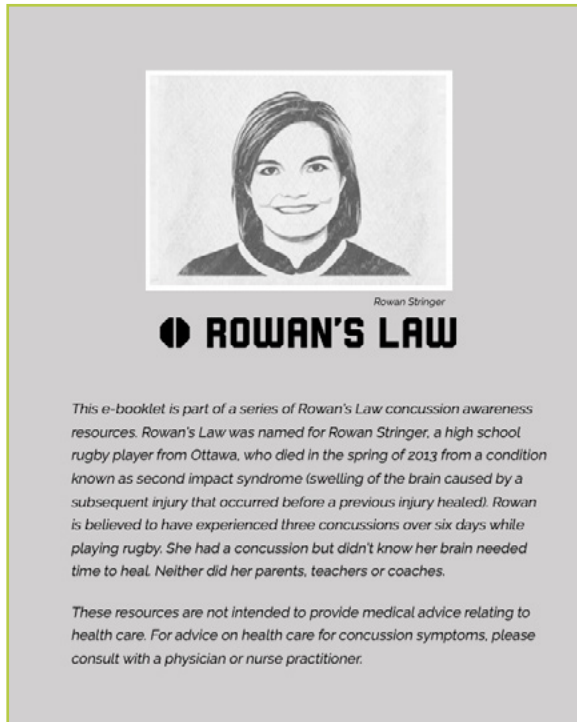
CLIENT:



The Ontario government chose Parachute to develop a suite of resources to support education about concussion recognition and management as outlined in 2018's Rowan's Law, which makes it mandatory for sports organizations to ensure that athletes under 26 years of age, parents of athletes under 18, coaches, team trainers and officials confirm every year that they have reviewed Ontario's Concussion Awareness Resources.

Veteran health communicator

Leslie Shepherd came on board as project manager, working with **Reframe Health Lab** designers and video producers and **Pathways Training and eLearning** course developers.



The resources developed are:

- E-booklets for ages 10 and under in English, French and 17 other languages
- E-booklets for ages 11 to 14 in English, French and 17 other languages
- E-booklets for ages 15 and up in English, French and 17 other languages
- Online training e-modules in English and French
- Six whiteboard animated videos, one each for children, teens and adults, all created in English and French.
- Concussion Code of Conduct templates
- Removal-from-Sport and Return-to-Sport Protocol templates



Our national reach

A new face: Parachute.ca



- ◀ In September 2019, we launched parachute.ca our accessible website under our new, shorter domain name. It's mobile-friendly and bilingual.

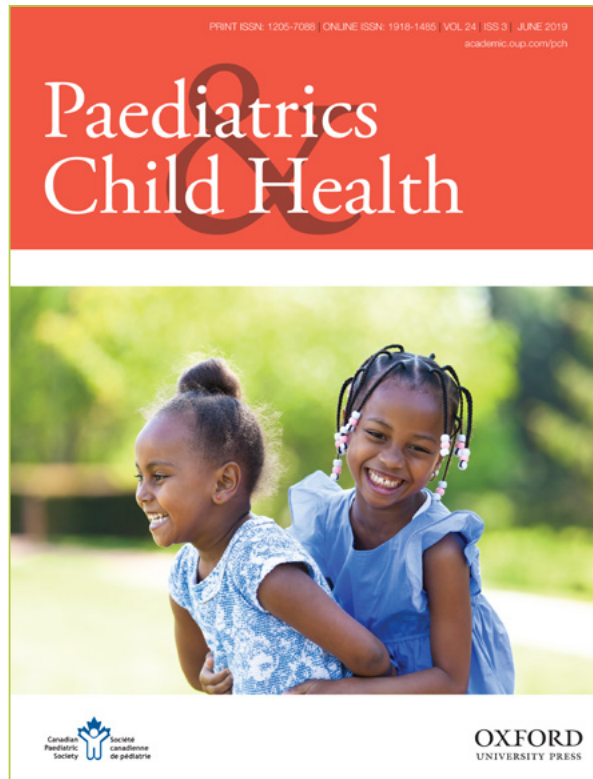
The site serves our two primary audiences:

- **members of the public** such as parents, families, teachers, coaches interested in injury topics and our programs
- **injury-prevention professionals**, who want the latest, most detailed information about injury prevention – **in addition to information on policies, publications, tools and training**, we now have three in-depth collection of resources on the topics of Concussion, Seniors' Falls, and Vision Zero road safety.

We also highlight our “Donate” section, along with About us, our Partners and Donors and how we provide information and insight for the media.

Parachute's VP, Communications and Marketing, **Kelley Teahen**, led the project, along with **Michael Gemar**, Manager, Technology and Creative Services, assisted by two co-op education students from the University of Waterloo, **Alice Lau** and **Hannah Hill**. We partnered with **Premise Communications**, Toronto, for development and design and Parachute Communications Specialist **Sandra Padovani** created the parallel French-language site.

Research publications, projects and presentations



Parachute is a go-to partner in Canada for knowledge translation projects related to research into the causes of injuries, and how to prevent them. Our 27 projects in 2019 included:

- 8 new research grant applications
- 5 research grants submitted in the previous year were approved
- The Canadian Concussion Network (Co-Applicant and Knowledge Translation Lead), CIHR
- Social risk factors and the influence of the built environment on children and youth's active school transportation and pedestrian motor vehicle collisions in Toronto, Canada (Principal Knowledge User), CIHR
- Supporting Survivors of Abuse and Brain Injury Through Research (SOAR) (Knowledge User), Status of Women Canada
- An Integrated Model for Effective Youth Sport Concussion (Collaborator), SSHRC

2019 Publications:

Cowle, S., & Fuselli, P. (2019). The Concussion Harmonization Project: A National Approach to Concussion Recognition & Management in Canada [Abstract]. Accepted Abstracts from the International Brain Injury Association's 13th World Congress on Brain Injury, Brain Injury, 33(sup1). <https://doi.org/10.1080/02699052.2019.1608749>

Ellis, M., Bauman, S., Cowle, S., Fuselli, P., & Tator, C. (2019). Primary care management of concussion in Canada. Paediatrics & Child Health, 24(3), 137-142. <https://doi.org/10.1093/pch/pxy171>

Fuselli, P., Babul, S., Cowle, S., & Turcotte, K. (2019). Standardizing Concussion Recognition & Management in Canada: Updating the Concussion Awareness Training Tool for Medical Professionals [Abstract]. Accepted Abstracts from the International Brain Injury Association's 13th World Congress on Brain Injury, Brain Injury, 33(sup1). <https://doi.org/10.1080/02699052.2019.1608749>



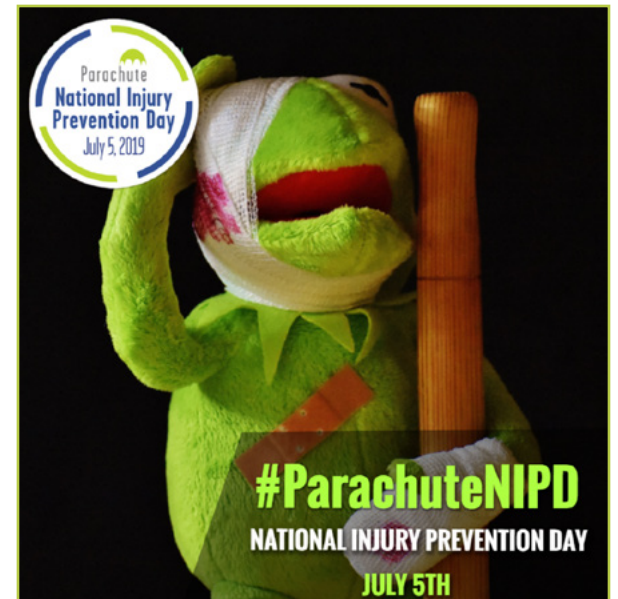
Our third annual National Injury Prevention Day on July 5 kicked off with a declaration and flag-raising at Toronto City Hall, followed by a social media awareness campaign supported by individuals, injury-prevention partners and businesses across Canada.

- 46 landmarks lit Parachute green
- 15 municipal proclamations for NIPD
- 6 million social media impressions
- 2.3 million traditional media impressions



▲ President and CEO **Pamela Fuselli** at the Toronto City Hall flag raising with **Patricia Southern**, Parachute board chair; Toronto Mayor **John Tory**; and board directors **Alan Wainer** and **Peter Dyakowski**.

Many create and share their own materials to celebrate NIPD: a 2019 favourite was this poster created by Swift Digital Insurance. ►



Landmarks lit Parachute green



Our media reach in 2019: 226.9 million

76.6 million

in print and broadcast media
including:



CBC



72.2 million

in social media impressions



77.6 million

impressions from donated
billboards and digital screens
supporting two of our road
safety campaigns:

This Was Not An Accident
Know What Impaired Means

Social Media



Twitter

8772
FOLLOWERS



Facebook

6372
FOLLOWERS



LinkedIn

20%
GROWTH



Instagram

30%
GROWTH

Our network

Parachute has more than **22,500 direct contacts** who collectively can reach **8 million Canadians**. Parachute excels at connecting people, communities and organizations wanting to prevent injury, and convening national conversations to share information, best practices, and support local initiatives.



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.



Parachute's President and CEO **Pamela Fuselli** is on the board of directors for the Canadian Drowning Prevention Coalition, which published the fourth edition of the **Canadian Drowning Prevention Plan** in 2019.



Parachute oversees a network of **69 designated Safe Communities** in Canada, including South Bruce, designated in 2019. 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. Parachute reaches out to these communities to activate programs locally, from Safe Kids Week to National Teen Driver Safety Week.



▲ Parachute's VP Finance and Administration **Linda Neal**, second from left, welcomed South Bruce as the 69th Safe Communities member in 2019.



Parachute has a Memorandum of Understanding with this not-for-profit professional organization focused on the care of the injured patient and family. We are a member of their Injury Prevention Committee to partner with them on injury-prevention strategies and education.

BC INJURY research and
prevention unit



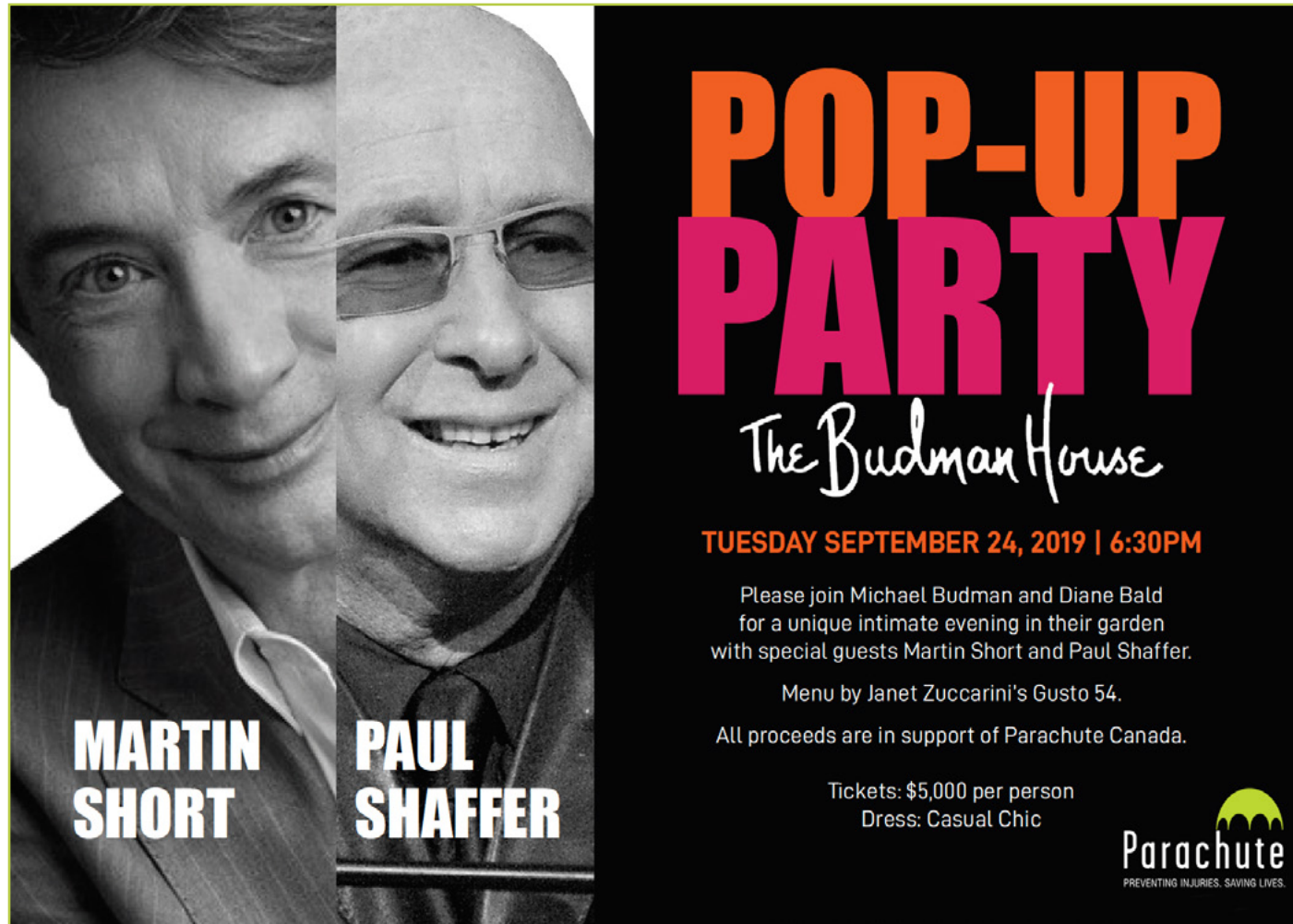
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COLLABORATION ATLANTIQUE
POUR LA PRÉVENTION DES BLESSURES
ATLANTIC COLLABORATION
ON INJURY PREVENTION

Parachute piloted formal relationships with **B.C. Injury Research and Prevention Unit**, the **Alberta Injury Prevention Centre** and the **Atlantic Centre on Injury Prevention**.



Our supporters and experts

The Parachute Pop-up Party



MARTIN SHORT **PAUL SHAFFER**

POP-UP PARTY
The Budman House

TUESDAY SEPTEMBER 24, 2019 | 6:30PM

Please join Michael Budman and Diane Bald for a unique intimate evening in their garden with special guests Martin Short and Paul Shaffer.

Menu by Janet Zuccarini's Gusto 54.

All proceeds are in support of Parachute Canada.

Tickets: \$5,000 per person
Dress: Casual Chic

Parachute
PREVENTING INJURIES. SAVING LIVES.

Diane Bald and **Michael Budman**, co-founder of Roots and long-time supporters of Parachute, hosted an intimate pop-up party at their Toronto home on September 24, 2019 featuring entertainers **Martin Short** and **Paul Shaffer** to raise funds for Parachute. Bald and Budman previously organized two large-scale galas for Parachute in 2015 and 2017; their generosity and dedication is unparalleled in our organization's history.



▲ From left: host **Michael Budman**, entertainer **Paul Shaffer**, host **Diane Bald**, entertainer **Martin Short** and **Dr. Charles Tator**, a co-founder of Parachute, board director and renowned neurosurgeon.



▲ Parachute President and CEO **Pamela Fuselli**, centre, with **Paul Shaffer**, left and **Martin Short**, right.

Our 2019 partners

Our deepest thanks to our partners from business, government and charitable foundations who make our work possible.

\$250,000+



Public Health
Agency of Canada

Agence de la santé
publique du Canada

\$100,000 to \$249,999



\$25,000 to \$99,000



additional partner



\$10,000 to \$24,999

Royal Canadian Mounted Police
Saskatchewan Government Insurance (SGI)
Skate Canada
Osler, Hoskin & Harcourt LLP

media partners



Our Expert Advisory Committee

These 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 2019 members:

Dr. Alison Macpherson, Chair PhD

Associate Professor, Faculty of Health - School of Kinesiology & Health Science, York University

Adjunct Scientist, Institute for Clinical Evaluative Sciences

Dr. Ian Pike, past chair BSPE, M.Sc., PhD

*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

Pamela Fuselli, Ex-Officio BSc, BHA, MSc

President and CEO, Parachute

Dr. Emilie Beaulieu MD, MPH, FRCPC

General Pediatrician, Centre mère-enfant Soleil du CHU de Québec

Assistant Professor, Department of Pediatrics, Université Laval

Associated researcher, Centre de recherche CHU de Québec, Université Laval

Dr. Kathy Belton MEd, PhD

Associate Director, Injury Prevention Centre (Alberta).

Co-Chair, Canadian Collaborating Centres for Injury Prevention.

Dr. Emma Burns MD, FRCPC

Assistant Professor, Department of Emergency Medicine, Dalhousie University.

Dr. Liraz Fridman PhD

Transportation Safety Specialist, City of Guelph

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

Morag Mackay

Director, Research, Safe Kids Worldwide

Dr. Natalie L. Yanchar MD, MSc, FRCSC

Professor, Pediatric General Surgery, University of Calgary, Alberta Children's Hospital

President, Trauma Association of Canada

Our Concussion Expert Advisory Committee

This group 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. Our 2019 Committee:

Dr. Charles Tator (Co-Chair) MD, PhD, FRCS, FACS

*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) BSc, MD, FRCSC

*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 BSc, PhD

*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 MD, CCFP (SEM), Dip. Sport Med

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

Dr. Carolyn Emery BScPT, PhD

*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 MD, PhD, FCMF

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

Dr. Nick Reed PhD, MScOT, OT Reg. (Ont.)

*Associate Professor, Department of
Occupational Science and Occupational
Therapy, University of Toronto
Member, Rehabilitation Sciences Institute,
University of Toronto
Adjunct Scientist, Bloorview Research Institute*

Dr. Lesley Ritchie PhD

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

Dr. Kathryn Schneider PT, PhD, DipManipPT

*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 MD, CM, MSc, FRCS (C), FACS, FAAP

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

Dr. Roger Zemek MD, FRCPC

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

Financials

Statement of financial position

As at December 31, 2019

ASSETS	
Cash	\$891,735
Accounts receivable	857,227
Prepaid expenses	24,607
	1,773,569
Property and equipment	34,065
	\$1,807,634

LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and other	\$374,082
Deferred contributions	1,206,428
	1,580,510
Net assets	227,124
	\$1,807,634

Statement of operations

For the year ended December 31, 2019

REVENUE	
Grants	\$1,840,903
Sponsorship	879,757
Program fees	519,797
Contributions	470,784
Other revenue	2,343
	\$3,713,584

EXPENDITURES	
Personnel costs	\$1,360,119
Costs of services and materials	1,477,599
Rent and office administration	220,748
Travel and conferences	80,374
Information technology	54,260
Communications and marketing	64,027
Amortization	16,885
	\$3,274,012

Excess of revenue over expenditures for the year	\$439,572
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The above financial summary is an excerpt from Parachute's audited financial statements.



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Charitable registration number: 13308 8419 RR0001