



# 10

years of preventing injuries

## Annual Report 2022

  
**Parachute**  
PREVENTING INJURIES. SAVING LIVES.



Message from

## Zoe Robinson, Board Chair

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I first understood the value of Parachute because of Charlie.

Charlie was a player on my son's hockey team many years ago. Back then, he was 13-14 years old and a small guy. At that age, sizes are very different. One game, a player clearly 50 pounds heavier gave Charlie an open-ice hit and Charlie was flattened. He didn't pass out, but his bell was clearly rung.

I was the health and safety officer for the team, I worked in sport most of my career and I had been involved with Parachute concussion work in its early days. The concussion work Parachute had done really helped advise parents on what were the best things to do following a concussion.

In Charlie's case, following the on-ice hit, he couldn't sleep, he couldn't concentrate, and all the concussion symptoms started to become apparent. He was losing the ability to function in a regular life because he suffered a concussion

playing hockey. And I thought, that's just awful.

What made me want to serve on the Parachute's board was seeing how concussion mismanagement can impact young people. And concussion is more than just in sports: it impacts daily life, family relationships, health: our work to prevent concussion is so important.

Parachute's work expands beyond concussion prevention, of course. I have always loved urban planning and the work Parachute does to promote Vision Zero and road safety to reduce crashes, make it safer for cycling and pedestrians, is brilliant. I'm in Toronto, where I now see buttressed corners, separated bike lanes and advance signals for pedestrians. Parachute has Influenced policymakers to get this stuff done.

Congratulations, Parachute, on a decade of leading injury prevention in Canada. I'm honoured to support our cause.

# Board of directors



Parachute's board of directors gathered for a 10th anniversary celebration in June 2022. From left: **Seana Miller**, **Sylvio Deluca**, **Ian Watson**, **Peter Dyakowski**, **Patricia Southern\***, **Brian Thom**, **Pamela Fuselli**, **Dr. Ian Pike** and former board director **Dr. Charles Tator**. Missing from the photo: **Johanne Bray\***, **Leslie Dunning**, **André Lapierre†**, **Iza Parker†**, **Zoe Robinson**, **Dr. Shahab Shahnazari**, and **Alan Wainer**.

\* departed board in June

† joined board in June





Message from

## Pamela Fuselli, President and CEO

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This year, we celebrated Parachute's 10th anniversary as Canada's injury prevention charity. We recognized this milestone in a few ways that included our many and diverse network of individuals and organizations who are essential to our mission.

Parachute launched its first podcast, Popping the Bubble Wrap, with parents and experts talking about their concerns and approaches to safety to keep kids as safe as necessary. National Injury Prevention Day saw a record number of "light ups" across the country with 93 landmarks lighting up Parachute green to raise awareness of preventable injuries. Celebrities and supporters recorded messages for Parachute's 10th anniversary, including former Governor General David Johnston, Olympian Steve Podborski, Paralympian Cindy Ouellette, world-renowned neurosurgeon Dr. Charles Tator, and many more. After almost 10 years, Parachute along with co-hosts BC Injury Research and Prevention Unit and the BC Centres for Disease Control, presented the Canadian Injury Prevention Conference, held in Vancouver. The final consensus: we can't wait another decade to reconvene.

The work that Parachute does, bringing data and evidence of effective solutions together with our expertise in knowledge

translation, results in implementation of programs and campaigns, influencing policy change and sharing best practices with our partners. I am often asked how a Parachute, with a team of only 18 people, can produce the volume of such high-quality initiatives. The truth is that we have a huge family of partners who are as committed and passionate as the team at Parachute to making Canada the safest place at home, on the road and at play. Collaboration is baked into our DNA – we are stronger together. This not only includes those working in the field of injury prevention, but our funding partners who are a crucial part of the recipe for success.

Leading Parachute as its President and CEO for the past four years and as a senior leader for the past 10 years has been tremendously rewarding. The dedicated team at Parachute, present and past, have been able to create credible, timely, evidence-based initiatives that have built new knowledge and collaborations that make it possible to amplify our work, enabling Parachute and the network of injury prevention professionals to make change happen every day.

# Celebrating 10 years

Parachute came into being in 2012, the result of an amalgamation of four charities to create a united, national voice for injury prevention in Canada.

In 2022, we took time to celebrate our accomplishments over the past decade with our team and supporters, culminating in the Canadian Injury Prevention Conference held in Vancouver Nov. 2 to 4, 2022



Service-recognition Lego figurines were given to staff as part of our 10th anniversary celebrations. At left, **Sarah Macdonald**, a Knowledge Translation and Program Co-ordinator, receives her one-year service award from President and CEO **Pamela Fuselli**.

# National Injury Prevention Day (NIPD)

Our sixth NIPD on July 5 garnered 33.4 million media impressions: Parachute staff did 21 interviews with CBC Radio / Radio-Canada morning shows; news outlets in Ontario and Alberta published stories about injury-prevention initiatives in those provinces, such as ATV safety best practices. Both Parachute and the Canadian Kinesiology Alliance issued news releases about NIPD, with the Alliance drawing attention to the fact that falls cause twice as many deaths among older adults than motor vehicle crashes. These releases drew another 61.4 million impressions.

As well, we had a record 93 light-ups of Canadian landmarks in Parachute “safety green” and Parachute’s two NIPD hashtags, #ParachuteNIPD and #TurnSafetyOn, drew 5.6 million impressions on social media channels.

NEW

We launched the NIPD Hospital Challenge, where we invited hospitals across Canada to raise awareness about the importance of injury prevention to the health-care system and hosted a webinar on this topic. More than 40 hospitals and health units participated on social media, with 12 reporting additional activities held on site.





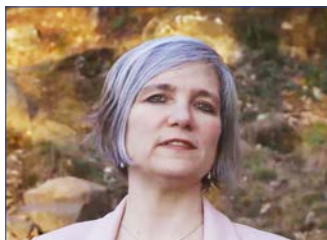
# 10th Anniversary greetings

Parachute friends and supporters provided video greetings to celebrate our 10th anniversary, including:



**Diane Bald**

co-founder, Roots, and philanthropist



**Valérie Lavoie**

President and Chief Operating Officer,  
Desjardins General Insurance Group



**Dr. Charles Tator**

renowned neurosurgeon and  
co-founder of Parachute



**Steve Podborski**

world champion skier and  
former Parachute CEO



**Andrew Gunnadie**

aka Gunnarolla, video and  
music producer



**Rt. Hon. David Johnston**

former Governor General of Canada



**Cindy Ouellet**

world wheelchair basketball  
champion



**Rick Hansen**

Paralympian and founder,  
Rick Hansen Foundation



**Nicholas Latifi**

Formula 1 driver



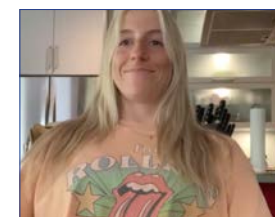
**Stewart Reynolds**

aka Brittlestar, comedian



**Dr. Theresa Tam**

Chief Medical Officer of Health, Canada



**Laurie Blouin**

Olympian and world champion  
snowboarder

# “There are no accidents”

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U.S. author **Jessie Singer** joined Parachute’s **Pamela Fuselli** for an hour-long web-broadcast conversation about Singer’s new book, [There are no accidents: The deadly rise of injury and disaster – who profits and who pays the price.](#)





# An award-winning team

This 10th-anniversary year saw Parachute honoured by provincial, national and international organizations for our work in injury prevention.

## International Safety Media Awards

Presented at the biennial World Safety Conference, the international awards, dubbed the “Safety Oscars”, honour the best in safety campaigns from around the world. Nine Parachute campaigns from 2018 to 2021 were recognized at the 2022 awards ceremony.

- **Gold** – Short Video category, [Brittlestar and his Mom](#) (seniors’ fall prevention campaign) 2020
- **Silver** – Low Budget Campaign category, [#SpeedIsNoGame](#) (road safety) 2020 to 2021
- **Silver** – High Budget Campaign category, [#CheckForConcussion](#) 2020
- **Silver** – High Budget Campaign category, [#KnowWhatImpairedMeans](#) / [#HaveThisTalk](#) (cannabis impaired driving awareness) 2019 to 2021
- **Bronze** – Print category, [Canada’s Concussion Leaders](#) infographic, 2018
- **Bronze** – Print category, There’s no cannabis for driving (magazine ad), 2021
- **Honorable Mention** – Ultra Short Video category, [#KnowWhatImpairedMeans PSA 2021](#)
- **Honorable Mention** – High Budget Campaign category, [#RideSafeRideOn](#), 2021
- **Finalist** – High Budget Campaign category, [#HighAndLocked](#), 2019 to 2021



Director of Knowledge Translation, **Stephanie Cowle**, won the **Charles H. Miller Award** from the Canadian Association of Road Safety Professionals for the Best Research and Evaluation Paper (on the Cost of Injury, 2021).



Vice-President Communications and Marketing, **Kelley Teahen**, won a Gold Quill award from the International Association of Business Communicators, video category, for the #KnowWhatImpairedMeans campaign educating teen drivers about the effect of cannabis on driving skills.



Director of Programs, **Valerie Smith**, was named the **Road Safety Professional of the Year** by the Ministry of Transportation Ontario.

# Canadian Injury Prevention Conference

Parachute co-hosted this event, the first national gathering of injury prevention professionals since 2013, with the BC Injury Research and Prevention Unit and the BC Centres for Disease Control. Held in Vancouver in November, keynote speakers were author and Globe and Mail health columnist [André Picard](#), and Victoria B.C. emergency room physician [Dr. Frederick Voon](#), author of *Your Inside Guide to the Emergency Department*, and *How to Prevent Having to Go*. Both challenged and inspired us to work with health-care systems, governments and communities to make change.

Parachute's President and CEO **Pamela Fuselli** chaired two plenary panels and several Parachute staff presented during the conference on everything from our struggles with gathering data on injury, to campaigns to promote safe storage of cannabis edibles, to Vision Zero road safety and youth engagement.



**Pamela Fuselli** at the conference opening ceremonies



**Pamela Fuselli** leading a panel, with **Stephanie Cowle**



**André Picard** with **Umayangga Yogalingam**



Parachute staff **Margarita Boichuk**, **Stephanie Cowle**, **Michelle Dueckman**, **Umayangga Yogalingam**, **Kelley Teahen**, **Claire Westmacott**, **Valerie Smith**, and **Hélène Gagné**



# Vision Zero

Under the Vision Zero framework, no death or serious injury is acceptable on our roads. Parachute, supported by our road safety partner **Desjardins Insurance**, leads Vision Zero initiatives in Canada. This year, we expanded our road safety work thanks to additional support from **Transport Canada** Enhanced Road Safety Transfer Payment Program.



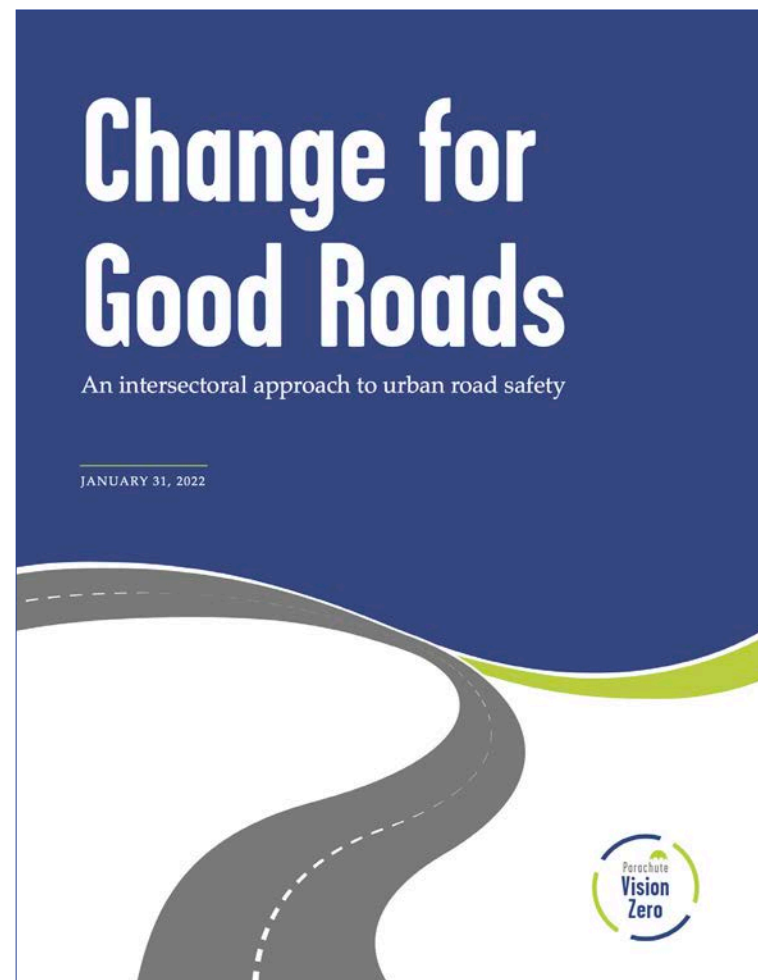
Manager, KT & Programs, **Umayangga Yogalingam** and Communications Specialist, **Sandra Padovani** promoting the United Nations' #CommitToAct campaign.

NEW

# Change for Good Roads

Parachute published [Change for Good Roads: an intersectoral approach to urban road safety](#), the result of collaboration among 17 other Canadian organizations facilitated by **Impakt**, a social change organization. The report outlines how we can unify our efforts to create safe, active healthy and sustainable urban roads and communities.

Our collaborators included **880 Cities, Canadian Association of Retired Persons, Canadian National Institute for the Blind, Green Communities Canada, Hidden Mobility Disability Alliance, ParticipACTION, Piétons Quebec, The Centre for Active Transportation, Velo Bikes** as well as representatives from other road safety groups, the insurance industry and academia.



NEW

# Share Safe Roads

Working with our agency of record, **Mass Minority**, Parachute developed the bilingual #ShareSafeRoads / #PartagerDesRoutesSûres campaign to highlight the importance of making our roads safe for all road users, not just those in cars.

Featuring the characters of Driver, Cyclist, Pedestrian and Scooter – all in a group therapy session with Counsellor – the campaign consisted of 30-second PSAs for broadcast and YouTube, as well as shorter vignettes promoted on TikTok, all of which drove traffic to our Vision Zero information page on [parachute.ca](https://parachute.ca). Thanks to **Bell Media** for donated PSA airtime, including a memorable play during the 2022 Superbowl.





# Vision Zero resources

Parachute continued our popular webinar education series on Vision Zero, producing five in 2022 on the following topics:

- [Taking action: the Global Plan for the New Decade of Action for Road Safety 2021-2030](#)
- [Cycling in Canada: Pedalling toward sustainable climate action and Vision Zero](#)
- [The role of technology and data in Vision Zero interventions](#)
- [Vision Zero: The Next Generation](#)
- [Equity in Vision Zero and road safety](#)



We also published [Canadian Landscape 3.0](#), which reviews Vision Zero commitments and actions underway in 22 Canadian jurisdictions and a further 12 communities where a Vision Zero road safety approach is being considered. In addition to a data and literature review, the landscape features interviews from 11 advocates working on the ground to embrace a systems approach to improve road safety and end road fatalities and serious injuries.



# #CommitToAct

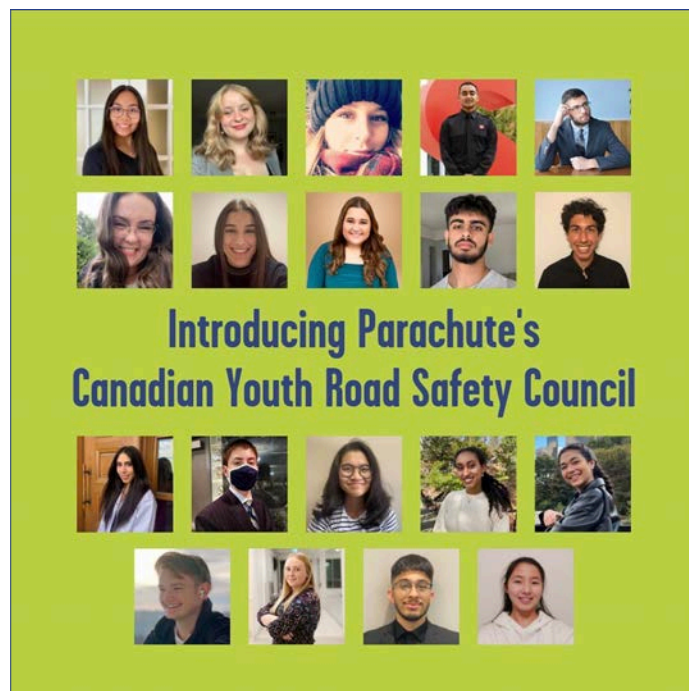
Parachute led advocacy in Canada to support the United Nations' #CommitToAct campaign, promoting the goals of the Global Decade of Action for Road Safety 2021-30. We reached out to governmental leaders across Canada to raise awareness and seek their support for the UN goals.



NEW

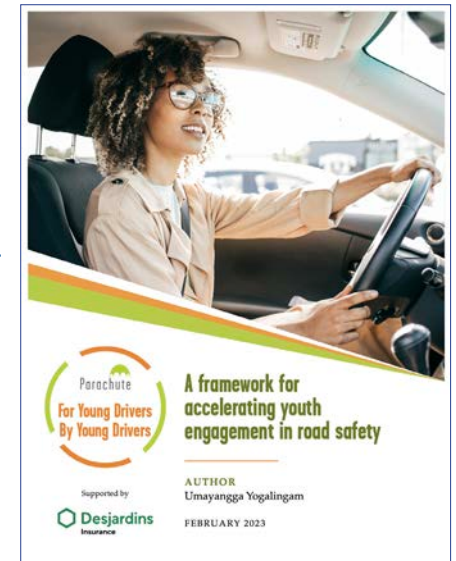
# Canadian Youth Road Safety Council

Created under our For Young Drivers, By Young Drivers program, this council of 20 Canadian youth ages 15 to 24 formed in February 2022 and met monthly with Parachute staff to advise on the best approaches on engaging youth with road safety information. They also played a key role in shaping our approach for our National Teen Driver Safety Week in 2022.



Staff lead **Umayangga Yogalingam** also researched and wrote **A framework for accelerating youth engagement in road safety**, downloadable from our [For Young Drivers, By Young Drivers program page](#). This report summarizes findings from a literature review and environmental scan on:

- factors that impact driving behaviour in young people
- youth engagement and partnership strategies in health promotion and injury prevention programming
- tools and platforms used to engage young people in health promotion and injury prevention programming.

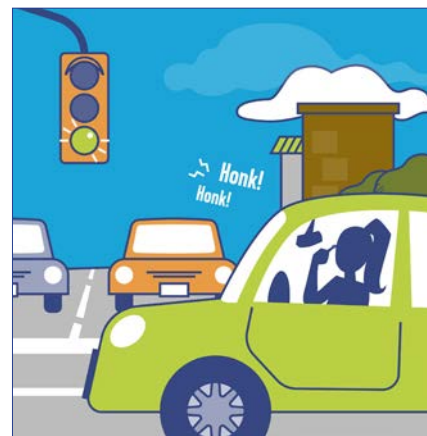




# National Teen Driver Safety Week

## #DrivingTakes100

This year's NTDSW, with additional support from CN, focused on the issue of distracted driving among young drivers with the theme #DrivingTakes100 – 100 per cent concentration.



# Canada's Favourite Crossing Guard

The 2022 Canada's Favourite Crossing Guard Contest drew 368 nominations for 29 crossing guards. Parachute launched this annual contest in 2005 to acknowledge the tremendous efforts of dynamic crossing guards who help keep our children safe. In 2022, we revived the contest after a pandemic shutdown, thanks to our exclusive road-safety partnership with Desjardins Insurance.

## The 2022 winners



**Geneviève Carrière**, École des Moissons, Sainte-Anne-des-Plaines, Québec, is a 10-year veteran of her post, who is known for her singing and dancing while at her post, all while navigating heavy traffic and protecting children on the community's main boulevard.



**Thomas Dickerson**, École Catholique Ste-Croix, Haileybury, Ontario, has an impeccable safety record for the four years that he has been a crossing guard and he worked closely with the school principal and the local Active School Travel program to ensure the students safety while the school underwent a new site design this year.



**Carl Wright**, Hillsdale Elementary school, Hillsdale, Ontario, runs a [blog](#) where he posts information on traffic and vehicle safety and shares his experiences as a crossing guard. He also spread awareness around World Car-Free Day among the Hillsdale community.

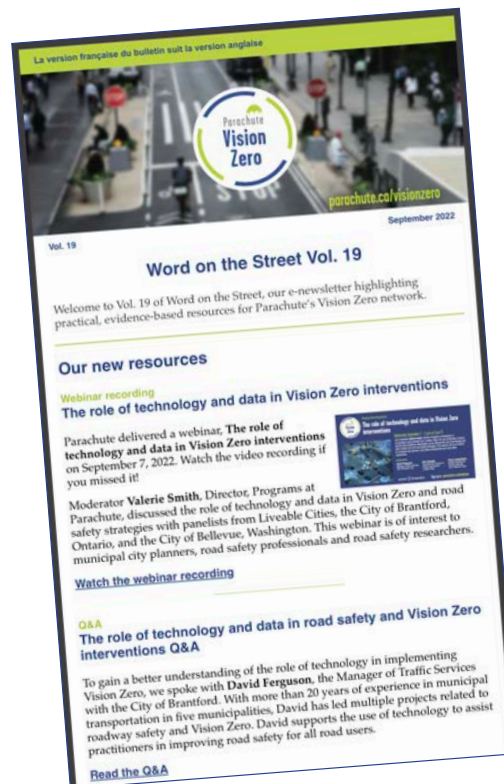


# Networks and conferences

Parachute leads Vision Zero awareness and supports jurisdictions implementing this Safe System Approach to road safety. Key to this work is presenting to and interacting with road safety specialists at conferences and symposiums organized by organizations such as the Canadian Association of Road Safety Professionals, the National Association of City Transportation Officials and the Transportation Association of Canada. Parachute also produces a quarterly e-newsletter, Word on the Street, highlighting new Vision Zero resources produced by Parachute.



**Umayangga Yogalingam** and **Val Smith** at the UBC International Road Safety Symposium.



**Priyanka Patil** and **Val Smith** at the Canadian Association of Road Safety Professionals.



NEW

# Vehicle-for-Hire Driver Training Program

Responding to a call from the City of Toronto, Parachute developed an online safety and equity training program for drivers of taxis, limousines, Ubers, Lyfts and other vehicles for hire that launched in fall 2022. The course is composed of five mandatory, self-paced, on-demand online modules covering:

- transporting passengers in a safe manner
- driving in an urban setting
- providing service to persons with disabilities
- providing service without discrimination
- understanding legal requirements

Following these modules, students then take a live online exam proctored through our partner, Globe Driving Academy, to receive the certificate required by the City of Toronto to get a vehicle-for-hire licence.



## Vehicle-for-Hire Training Program

Vehicle-for-hire drivers in Toronto must complete this program before they can drive passengers.

[Click to enter this course](#)

# Media appearances



## When must drivers come to a complete stop before turning right on a green light?

JASON TOHR >  
SPECIAL TO THE GLOBE AND MAIL  
PUBLISHED FEBRUARY 27, 2022

FOR SUBSCRIBERS

This article was published more than 1 year ago. Some information may no longer be current.

27 COMMENTS SHARE BOOKMARK

As a pedestrian, I've become terrified of cars making right turns on green lights. Even though we have the walk sign, many drivers don't stop – and some barely slow down – as they turn. I've had to pull my dog back as she was about to cross because a car was coming fast around the corner and would have hit her. Aren't drivers

turning, even at a green, to make sure the crosswalk? I don't drive much, but living. – Sid, Vancouver

It comes to a complete stop when turning

the driver must give them the right of way –

a pedestrian to cross the road safely  
Amela Fuselli, chief executive of  
cuses on injury prevention. "Rolling  
back to the pedestrian and is also  
the driver is going to stop to allow them

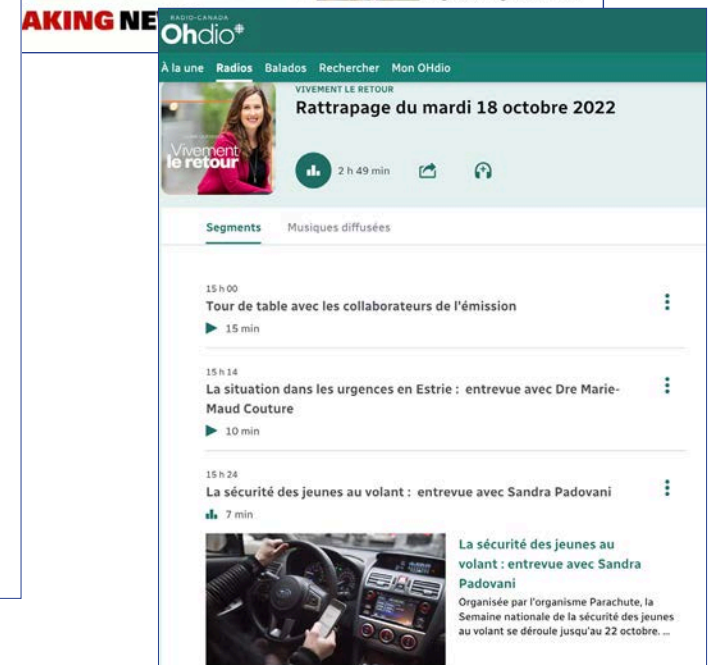
## Teen driver involved in Vaughan crash that left two children dead sentenced to time in open custody youth facility



**Parents of kids who were fatally struck speak out**  
The parents of 2 children who were struck and killed by a teen driver in Vaughan are speaking to reporters.

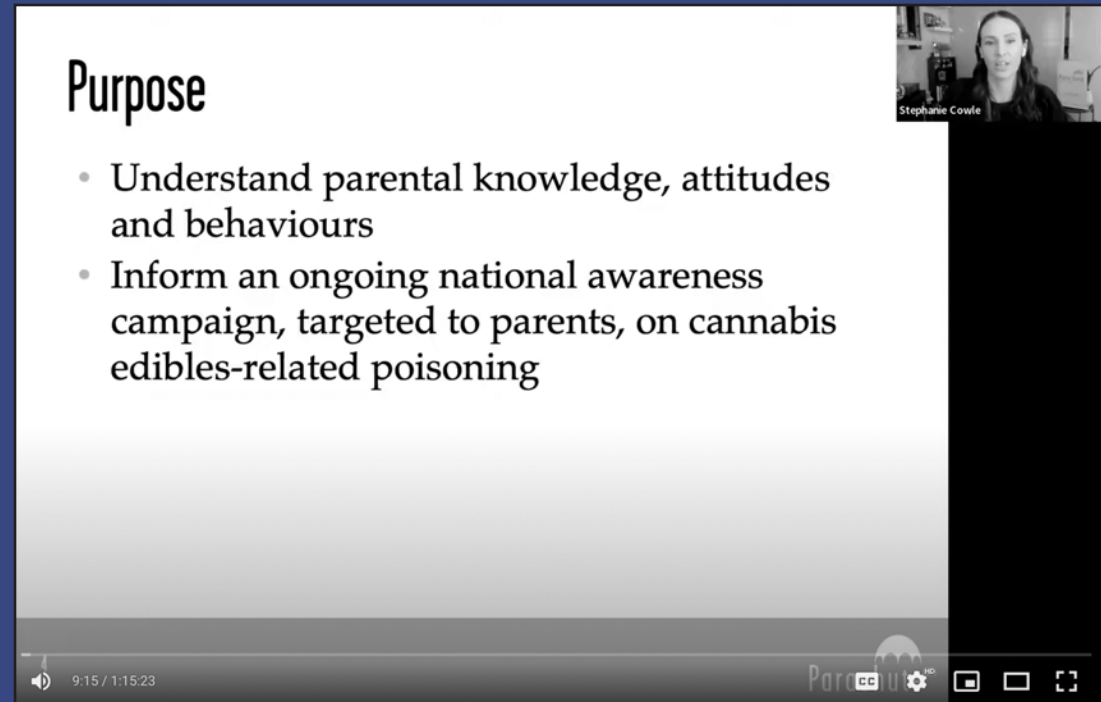
**Teen sentenced in deaths of 2 children in Vaughan**  
The teen who struck and killed 2 children in Vaughan last spring has been sentenced.

**Vaughn family advocates for safe driving**  
Family of the Ontario siblings who were killed last year, are working to raise awareness on the impact of dangerous driving on communities.



# Poison prevention

Parachute, through support of **Health Canada**, facilitates the **Canadian Surveillance System for Poison Information**, working closely with Canada's five regional poison centres and others to create national awareness and data about poisonings and effective poison prevention approaches.



**Purpose**

- Understand parental knowledge, attitudes and behaviours
- Inform an ongoing national awareness campaign, targeted to parents, on cannabis edibles-related poisoning

9:15 / 1:15:23

Parachute

Director of Knowledge Translation, **Stephanie Cowle** delivering a webinar on cannabis poisoning in children.



NEW

# Pan-Canadian Poison Centres Report

The Canadian Association of Poison Centres and Clinical Toxicology (CAPCCT), Health Canada and Parachute released the first [Pan-Canadian Poison Centres Annual Report](#) since 1987.

Poisoning, particularly unintentional poisoning, is a much larger public health issue in Canada than is generally recognized. Poisoning incidents cost the Canadian economy \$2.6 billion in a single year, including \$456 million in direct health-care system costs.

Canada's five poison centres operate 24/7 year-round to provide medical advice on poison exposures, managing more than 60 per cent of cases at the site of exposure, allowing patients to safely stay at home and outside of healthcare facilities. The 2020 Pan-Canadian Poison Centres Annual Report includes the most current data from all five of Canada's poison centres. The report provides an overview of the number and nature of cases managed by poison centres across Canada and highlights the role of these centres in poison prevention efforts.



# #HighAndLocked cannabis safe storage campaign

With support from **Health Canada**, Parachute promoted safe storage of cannabis edibles in the home to prevent inadvertent exposure to children. While keeping the #HighAndLocked theme, we launched renewed creative by Mass Minority: a series of stills and 10-second videos showing adults in a family home setting putting away a locked medicine back “up high” – and inadvertently exposing their bellies when they did so.

The message: Put your hands in the air to keep your cannabis #HighAndLocked (en français, #EnHauteurEtVerrouille). The campaign ran in March on social media and on digital mall boards donated by **Branded Cities**, and again in December through social media. Total impressions: 108 million.

Parachute also shared information on the differences between legal and illegal cannabis to educate parents via a sponsored article in **Today's Parent**.



Today's Parent




Getting Pregnant Pregnancy Baby Family Product Reviews Recipes MORE

SPONSORED

**Why it's important to keep cannabis and kids safely apart**

Legal cannabis is designed to be safer for you and your family.

BY PARACHUTE  
UPDATED MAY 06, 2022

		
Non-cannabis	Illegal	Legal

# Poison prevention webinars

For the third year, with support from **Health Canada**, Parachute presented four webinars on poison prevention in 2022, focusing on parental attitudes and behaviours around cannabis edibles, illegal cannabis edibles packaging, poisoning trends in Canada and effective health messaging.

The first three webinars led up to Poison Prevention Week (March 20 to 26, 2022) with its 2022 theme of #CheckForPoisons.

With support from health partners and Canada's five regional poison centres, social posts sharing information on poison prevention reached 8.9 million impressions. Thanks to funding from Health Canada, we supported 13 community-based initiatives, with \$15,000 in grants distributed to eight community partners and we provided more than 2,800 cabinet locks and more than 300 lock bags to five additional communities, along with three in the grant program.

**Parachute presents.**  
**Cannabis & edibles poison prevention:**  
Exploring parent attitudes and behaviours

Wednesday, January 26, 2022 — 1 p.m. to 2:15 p.m. EST

This webinar will provide an in-depth look at child cannabis poisoning trends and key issues, poison centre information and data from across Canada and recommended actions for cannabis poison prevention, as well as priorities for cannabis poison surveillance and prevention.

Stephanie Cowie  
Director of Knowledge Translation

Jacqueline Burke  
Certified Specialist in Poison Information

**Parachute presents.**  
**Exploring illegal cannabis packaging, products, and sellers**

Wednesday, March 9, 2022 — 1 p.m. to 2 p.m. EST

This webinar, moderated by Stephanie Cowie of Parachute, will review the legal requirements for cannabis products, packaging and sellers in Canada and explore the impact of illegal products. Featuring presentations from the RCMP and IWK Poison Centre, the webinar will provide an in-depth look at the history and rationale of packaging requirements as well as the response of poison centres to illegal cannabis products.

**Parachute presents.**  
**Notable poisonings trends: What you need to know**

Thursday, March 24, 2022 — Noon to 1:15 p.m. ET

This webinar, moderated by Stephanie Cowie of Parachute, will highlight three notable poisoning trends in Canada. Three presentations will cover trends in medication-related poisonings, youth self-harm poisoning hospitalizations, and essential-oils-related poisonings and complaints.

Laurie Chapman, PhD  
Scientific Evaluator, Marketed Health Products Directorate, at Health Canada

Danya Kearns-Justin  
Supervisor, Health Product Compliance & Enforcement Unit at Health Canada

Christine McRoberts  
Reg. Affairs Specialist, Natural & Non-Prescription Health Products Directorate at Health Canada

**Parachute presents.**  
**The brave new world of content creation:**  
Connecting with our audiences in a saturated media environment

Wednesday, November 30, 2022 — 1 p.m. to 2 p.m. ET

How can organizations break through the noise and reach their audience with effective health messaging? This webinar, hosted by Laurie Mosher, a Specialist in Poison Information at the Atlantic Canada Poison Centre, will feature a presentation from Mike McCormick from the Florida Poison Information Center on how organizations can be more effective in their health messaging.

Mike McCormick  
Media Relations/Education Coordinator  
Florida Poison Information Center

Sign up at: [parachute.ca/webinar](https://parachute.ca/webinar)



NEW

# Poison prevention collection on parachute.ca

Parachute created a new collection of resources for professionals to provide one-stop access to data, information and best practices on poisoning prevention and response.

Professional Resources > Poison prevention collection

**POISON PREVENTION COLLECTION**

**Poison prevention Collection**

This page was last reviewed on August 5, 2022

Twitter Facebook LinkedIn Print

COLLECTION AT A GLANCE:				
<b>36</b> Total Resources	External links	24	Guideline	1
	Infographics/posters	2	Policy information	2
	Tool	1	Videos	8
			Reports	6
			Webinars	9

This collection provides one-stop access to data, information and best practices on poisoning prevention and response. As a leading cause of injury-related death in Canada, poisonings can be prevented by collaborative effort and through policy, regulatory and educational approaches.

**Data, reports and research**

**Evidence Summary on the Prevention of Poisoning in Canada**

**Incident reporting, advisories and recalls**

**Recall**  
HEALTH PRODUCTS  
RECALLS.CANADA.CA

**Poison centres and organizations**

**Training, guidelines and webinars**

**Surveillance to Action**  
Canada's response to emerging poisoning issues during COVID-19

**RESOURCES**

**POLICY**

Carbon monoxide alarm legislation **PROFESSIONAL RESOURCE >**

Poison prevention policy **PROFESSIONAL RESOURCE >**

**TOOLS FOR PATIENTS**

Five questions to ask about your medications **PDF >**

**INJURY TOPICS**

Poisoning **>**

**PROGRAMS**

#HighAndLocked **>**

# Media appearances



## Entrevue – Semaine de prévention des empoisonnements – Sandra Padovani de Parachute Canada

22 mars 2022 à 12:00

Mise à jour le 13 septembre 2022 à 3:39

L'organisme Parachute Canada, organisme national à but non lucratif visant à mettre un frein aux répercussions dévastatrices des blessures évitables, met l'accent sur la prévention des empoisonnements et travaille en collaboration avec de nombreux partenaires à la grandeur du pays pour faire de sensibilisation en ce sens en cette Semaine de prévention des empoisonnements. Et pour nous en parler, Nathalie Vasiloff discute avec Sandra Padovani, la porte-parole de [Parachute Canada](#):



Entrevue - Semaine de prévention des empoisonnements ...

SOUNDCLOUD

Share



# Fall prevention

Falls continue to be the No. 1 cause of injury deaths in Canada and cost the economy more than \$9 billion in direct costs to our health-care system.



Co-ordinator, Knowledge Translation & Programs, **Michelle Dueckman**, presenting on Reframing childhood fall prevention for collective action in Canada at the Canadian Injury Prevention Conference.



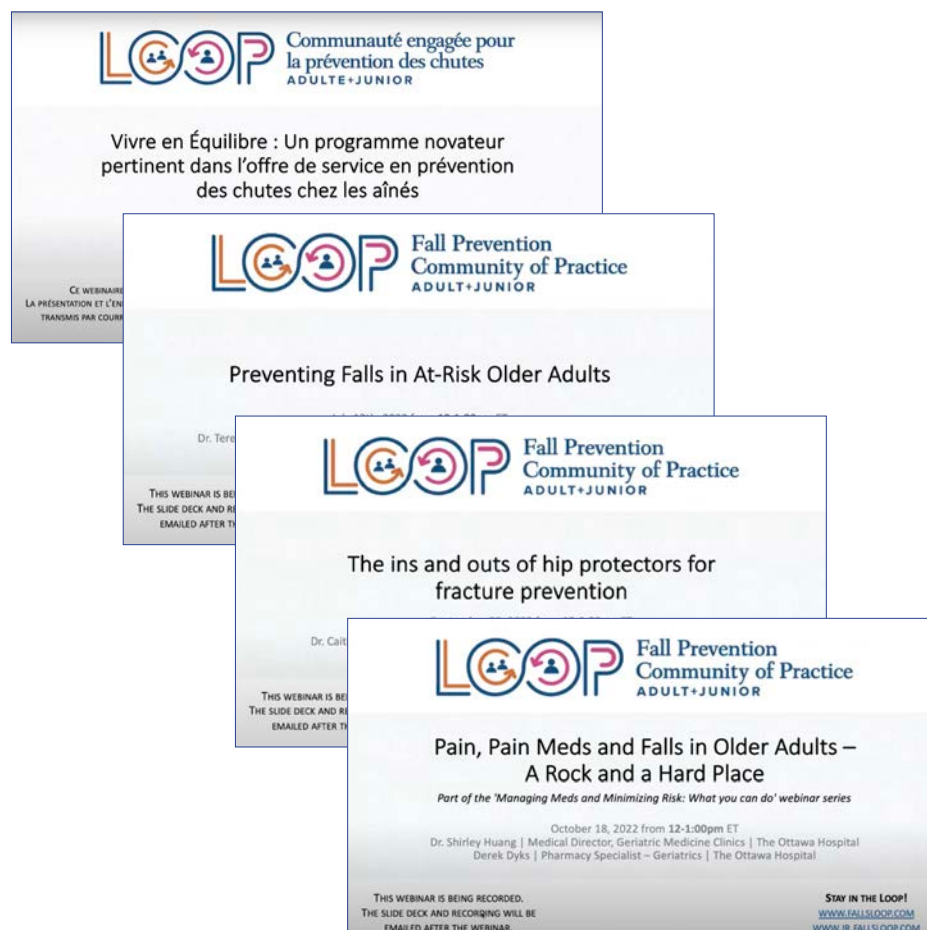
# Loop and Loop Junior

Through funding from the Ontario Ministry of Health, Parachute implements Loop and Loop Junior, two bilingual no-cost platforms that enable their members – the intermediaries who work with adults, older adults, caregivers and parents – to innovate, learn, share and implement fall prevention best and promising practices.

From October 2021 to September 2022 – the established reporting period for Loop prior to the program joining Parachute – there were more than 1,800 active Loop members, a 56-per-cent increase from 2021. The Loop newsletter has 3,537 subscribers, an increase of 370 subscribers since last year. Loop Junior focuses on child falls and has more than 400 active members.



We facilitated 14 webinars, 12 in English and two in French, on fall prevention topics, produced a new evidence summary on Wearable Devices for Fall Prevention and translated two earlier evidence summaries into French.

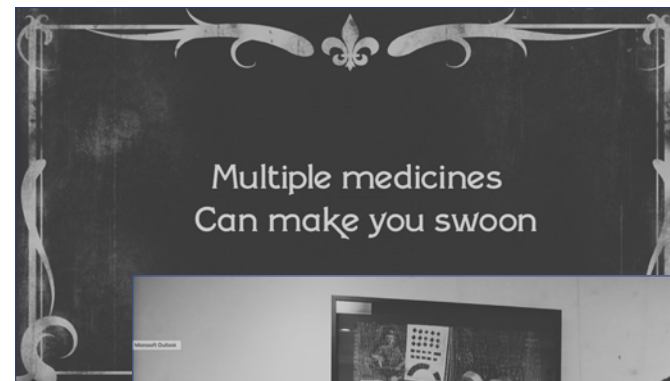


# Fall Prevention Month

Fall Prevention Month, recognized by Health Canada, takes place in November and raises awareness about falls' devastating impact and provides evidence-based information on fall prevention across the lifespan.

The month has its own website, [fallpreventionmonth.ca](https://fallpreventionmonth.ca), that provides information and resources to organize and promote fall prevention activities and initiatives. The site had more than 112,000 visits in 2022.


New resources created for 2022 included an updated social media guide and graphics, new feature articles, an updated fact bank, fall prevention trivia cards and six short videos, featuring Stratford actor **Brian Tree**, demonstrating fall risks using an engaging “silent movie” style to attract attention to fall prevention messaging on social media and other channels. We shared the videos through targeted promotions on Facebook, which reached more than 130,000 older adults in Canada. Both the Parachute and Fall Prevention Month social accounts promoted fall prevention information throughout November, joined by partners across Canada, resulting in nearly five million impressions from 1,760 posts on Twitter.



# For Seniors, By Seniors: Community Conversations

Through funding from the Government of Canada's New Horizons for Seniors Program, Parachute facilitated four free online Community Conversations where older adults could meet, discuss and hear from experts on fall prevention and aging in place in their communities.

The conversations covered how to adapt your home for healthy aging, getting and staying physically active, and supports and services to age in place.



## Community Conversations

Additional information and resources for 'Community Conversations: Home' on September 21, 2022.  
Watch the recording here: <https://youtu.be/YeFZPi61Dw>  
Stay up to date with the series here: <https://parachute.ca/en/program/for-seniors-by-seniors-community-conversations/>

Parachute would like to express their appreciation of Taylor Nicholls, Caitlin Dundee, and Nathaniel Welch for their work on this resource.

Table of Contents	Page number
<b>Grant and Funding Information</b>	
1. Federal (Government)	
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3. Alberta	
4. British Columbia	
5. Manitoba	
6. New Brunswick	
7. Newfoundland and Labrador	
8. Nova Scotia	
9. Ontario	
10. Prince Edward Island	
11. Quebec	
12. Saskatchewan	
13. Northwest Territories	
14. Nunavut	
15. Yukon	
<b>Online Information and Resources</b>	
<b>Tenant Rights Related to Home</b>	

This project is funded by the Government of Canada.



## Community Conversations

Additional information and resources for 'Community Conversations: Getting and Staying Active' on October 19, 2022.  
Watch the recording here: <https://youtu.be/tWGuP1d410>  
Stay up to date with the series here: <https://parachute.ca/en/program/for-seniors-by-seniors-community-conversations/>

Parachute would like to express their appreciation of Taylor Nicholls and Caitlin Dundee for their work on this resource.



## Community Conversations

Additional information and resources for 'Community Conversations: Supports and services to age in place' on Nov. 23, 2022.  
Watch the recording here: [https://youtu.be/H\\_gTymakRH8](https://youtu.be/H_gTymakRH8)  
Stay up to date with the series here: <https://parachute.ca/en/program/for-seniors-by-seniors-community-conversations/>

Parachute would like to express their appreciation of Taylor Nicholls and Caitlin Dundee for their work on this resource.



# Canadian Physiotherapy Association conference

The screenshot shows a virtual conference interface. At the top, a navigation bar includes links for 'Endor Showcase', 'Concurrent Sessions', 'Poster', 'Rapid Fire', 'Networking', 'Truth & Reconciliation', a user count of '4,387', a trophy icon, a user icon, and a language toggle 'EN/FR'. The main content area features a presentation slide titled '1 What we know so far...' with the subtitle 'Differences between falls in older adults and children'. The slide contains a circular diagram with four segments: 'Awareness of the issue and dismissal of childhood falls as part of child development' (blue), 'Where childhood fall prevention fits in terms of priorities and approach' (green), 'Degree of injury and what should be a focus' (purple), and 'Competition for resources' (orange). The diagram is labeled 'Differences between falls in older adults and children'. Below the diagram, the names and titles of the presenters are listed: 'Hélène Gagné, Director of Fall Prevention, Parachute' and 'Michelle Dueckman, Knowledge Translation & Programs Coordinator, Parachute'. To the right of the slide, there are two video windows showing the presenters. Further right is a 'Q&A' panel with a 'Welcome' message and a '0' count. At the bottom of the interface, there is a 'Click for full screen' button and a small image of a group of people.

**Hélène Gagné** (Director, Fall Prevention Program) and **Michelle Dueckman** (Knowledge Translation Co-ordinator, Fall Prevention Program), presented at the 2022 Canadian Physiotherapy Association Congress on a new approach to childhood fall prevention that ties in broader concepts such as children's safety and community wellbeing.

# Media appearances

EMPOWERING AGING CANADIANS

## How You Can Reduce the Risk of Falls as an Older Adult



**Hélène Gagné**

Director, Fall Prevention Program at Parachute

iHeartRADIO

## FALL PREVENTION MONTH - MAJOR CAUSES OF FALLS AND PREVENTION TIPS



LIFE UNREHEARSED

Saturday, November 5th 2022 - 5:01 pm



# Child safety

Injuries are the no. 1 cause of death for children ages 1 to 14 and cause more than 800,000 Emergency Department visits annually in Canada for children ages 0 to 14. Parachute's website provides clear information on how to prevent a wide range of injuries, from all-terrain vehicles to winter sports and recreation, and our programs provide children and parents with safety education.



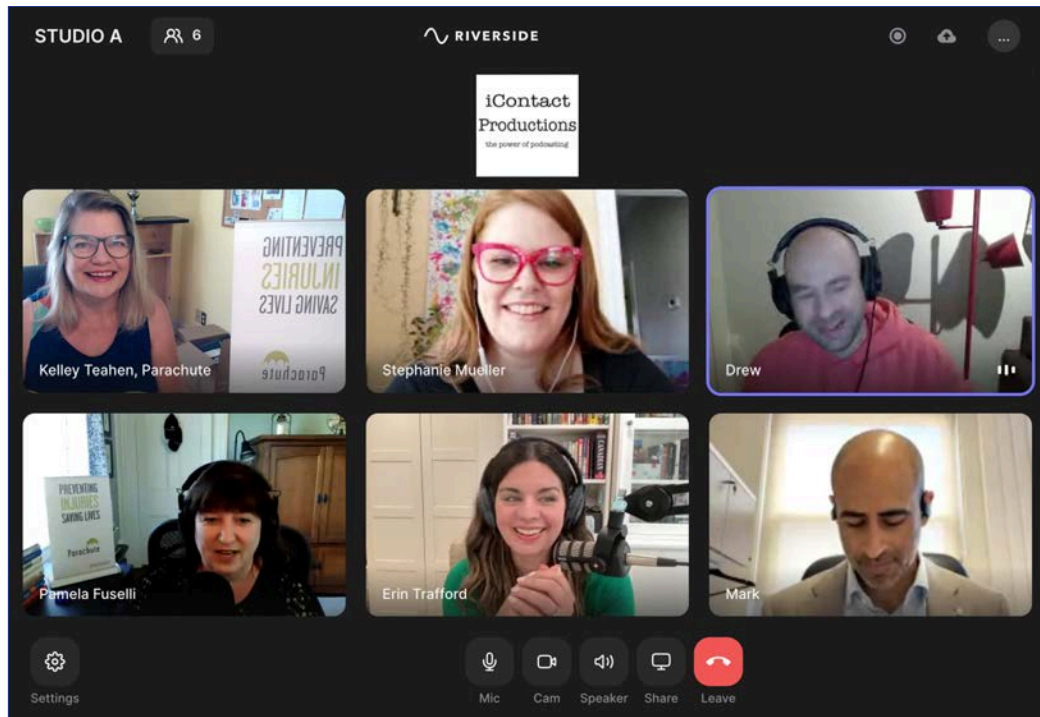
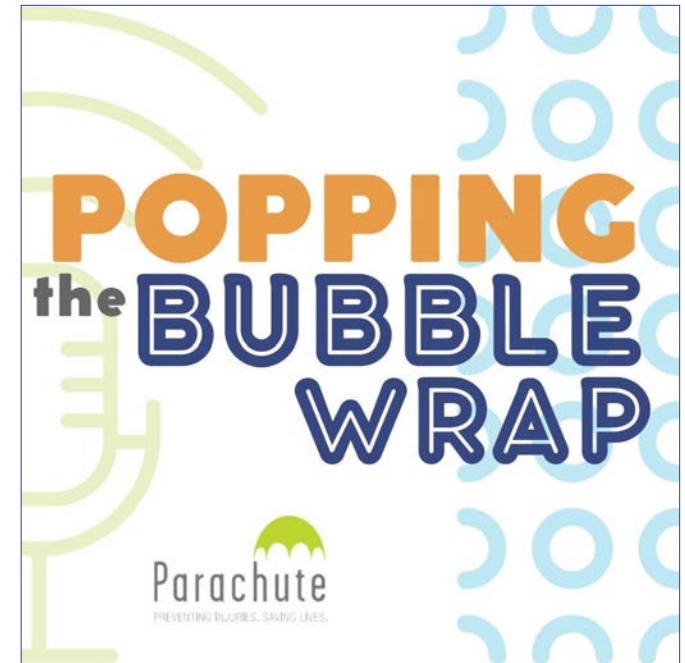
Manager, Knowledge Translation & Programs, **Claire Westmacott**, delivering a presentation on Safety Education Program for Parents/Caregivers of Children Under 6.



NEW

# Popping the Bubble Wrap

Parachute launched its first podcast in 2022 focused on the “household safety officer”: the person in a family who worries most about their children’s safety. Hosted by Parachute’s President and CEO Pamela Fuselli, each episode in our first season features a roundtable of parents who talk about an injury topic they worry about, followed by an expert who discusses the parents’ concerns and answers their questions. [Popping the Bubble Wrap](#) is produced by Story Studio Network.



# Safe Kids Week 2022: #WalkBikeAndWheel

This year's Safe Kids Week, held from May 30 to June 5, 2022, focused on promoting active and safe transportation. Parachute provided key messaging and activity guides for partners to use across Canada and hosted a webinar, Encouraging active transportation for children. Social mediaposts with #WalkBikeAndWheel messaging earned 1.8 million impressions.

Parachute Vision Zero presents:

**Encouraging active transportation for children**  
Tuesday, May 31, 2022 – 2 p.m. to 3 p.m. EDT



Active transportation – such as walking, biking and wheeling – are sustainable forms of mobility that not only gets us to where we want to go, but also improve our physical and mental wellbeing. Join moderator **Pamela Fuselli**, President & CEO of Parachute, as we discuss how to create and sustain active spaces for children to get to and from school and move through their communities safely.

**Presenters**

<b>Dr. Leigh Vanderloo</b> Scientific Director ParticipACTION	<b>Dr. Alison Macpherson</b> Professor Faculty of Health York University	<b>Dr. Suzanne Beno</b> Paediatric Emergency Medicine physician Hospital for Sick Children
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sponsored by  Desjardins    Sign up at: [parachute.ca/webinar](https://parachute.ca/webinar)





# Elementary Road Safety

This program, funded by Aviva, provides intensive support for school communities to assess, identify and improve road safety in their school communities. Since the program's inception in 2019, 11 school communities in New Brunswick, Nova Scotia, Ontario and Saskatchewan, worked with a Parachute staff advisor to install 48 built environment changes in their school zones. The first school in the program, St. Stephen School in Ottawa, completed the program this year and reports more than a 10-per-cent increase in the number of students who walk, bike, or scooter to school and more than a 10-per-cent decrease in the number of parents driving students to school.

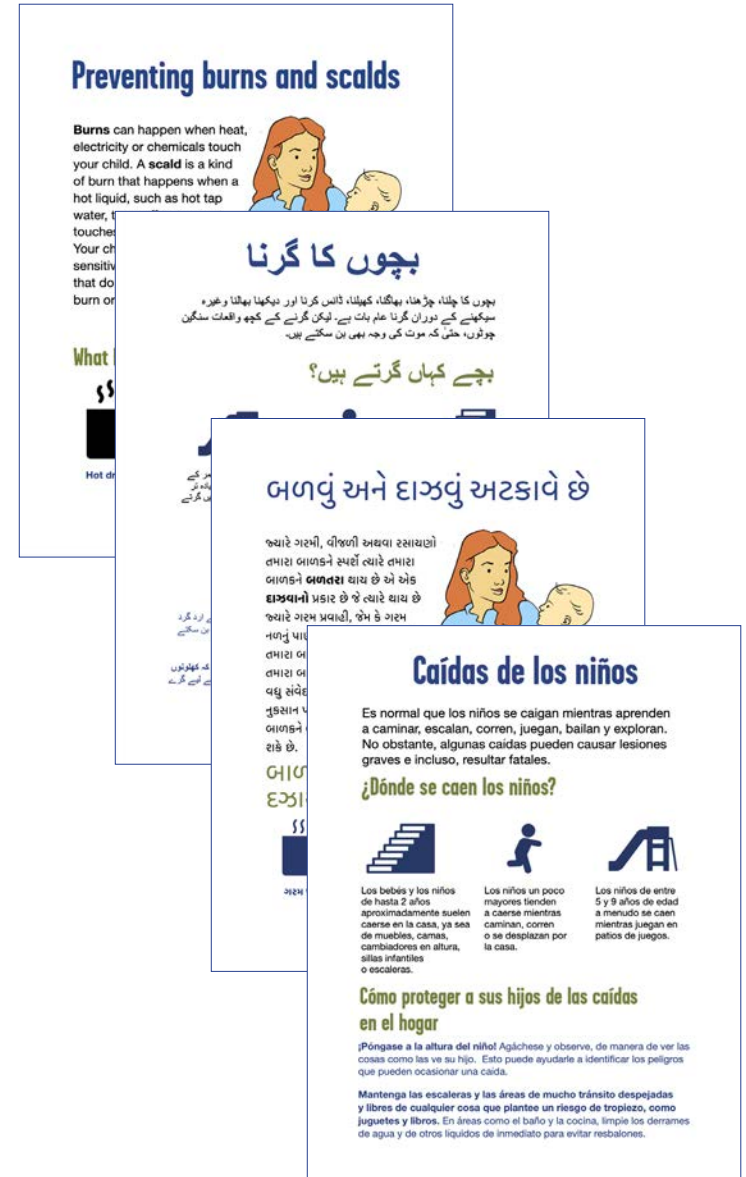




# Keeping kids safe in the early years: At home, at play and on the road

With support from the **Ontario Trillium Foundation**, Parachute reimagined its approach to reaching parents, families and communities in need through our Safety Education Program for Parents/Caregivers of Children Under 6.

We collaborated with community partners, including EarlyON centres that offer free services, resources and support to Ontario families with children up to age 6. Parachute developed new resources, a presentation and delivered six workshops (five in person, one online) to parents in Toronto's Neighbourhood Improvement Areas – neighbourhoods identified as facing inequities and in need of investment. Parachute distributed more than 4,700 copies of print resources in seven languages and more than 1,650 pieces of free home safety equipment to families in need.



# Media appearances

CHILDREN'S HEALTH AND WELLNESS

## Why It's Important for Your Child to Risk a Scraped Knee



It's heartbreaking to see your child crying, bleeding from a scraped knee. While it may be tempting to "bubble wrap" your child to keep them safe from potential injury, it's crucial for their healthy development and well-being to get outside and explore. Studies have shown that outdoor play affords many benefits to children, including better physical and mental health and psychosocial benefits.

## Bringing Up Baby podcast



PAMELA FUSELLI  
GUEST



ASHLEY COOLEY  
HOST

Keeping Kids  
Safe, Not  
Bubble-Wrapped



Season 3 Episode 11  
NOVEMBER 15, 2022

# Concussion

With easing of COVID-19-related travel restrictions in 2022, the sixth International Consensus Conference on Concussion in Sport took place in Amsterdam Oct. 27 to 29, 2022. Parachute's President and CEO Pamela Fuselli and Director of Knowledge Translation, Stephanie Cowle attended along with hundreds of delegates from around the world. The last concussion consensus statement was published in 2017 and Parachute will be working in 2023 to adapt our concussion materials to reflect any changes in consensus released that year, following the conference.



Director, Knowledge Translation, **Stephanie Cowle**, and President & CEO, **Pamela Fuselli**, attended the sixth International Consensus Conference on Concussion.



# Support and awareness

Parachute continues to support sport organizations across Canada with training on concussion prevention, recognition and management and raise awareness across the country about concussion prevention, recognition and management.

- For Waterski Wakeboard Canada, Claire Westmacott and Stephanie Cowle, pictured at right, did two virtual training workshops and one in-person at the Canadian National Water Ski Championships
- Launched Concussion Education Toolkits with Taekwondo Canada.
- Pamela Fuselli and Stephanie Cowle were symposium presenters at the Canadian Concussion Network / Réseau Canadien des Commotions Annual Meeting.
- Supported the second Concussion Awareness Week in Canada with a social media campaign and two virtual presentations: Rowan's Law Day event in Ontario and Concussion Awareness Day event in Atlantic Canada.



# Smart Hockey

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With support from Scotiabank and in partnership with the BC Injury Research and Prevention Unit (BCIRPU), Parachute brought Smart Hockey to B.C. in 2022.

In previous years, the program had reached minor hockey leagues in Ontario, Alberta and New Brunswick, primarily consisting of male players. In 2022, Parachute worked closely with BCIRPU to distribute 23 physical Smart Hockey Concussion Kits to reach female athletes through the Tri Cities Female Ice Hockey Association (TCFIHA). The TCFIHA consists of female players aged 5 to 21 from Coquitlam, Port Coquitlam, Port Moody, Anmore and Belcarra, B.C.

Parachute and BCIRPU also hosted a virtual information session in November 2022 for TCFIHA's coaches and staff, providing an overview of the Smart Hockey Concussion Kit and relevant resources.



# Media appearances

Ottawa

## Early physical activity helps children after concussions, study finds



Exercise relieves stress, stimulates healing of brain in recovery, author



Joseph Tunney · CBC News · Posted: Jan 27, 2022 10:29 AM EST | Last Updated: Jan



## THE CONVERSATION

Academic rigour, journalistic flair

Search analysis, research, academics...

Podcasts COVID-19 Arts Business + Economy Culture + Society Education Environment + Energy **Health** Politics Science + Tech En français



**Concussion is more than sports injuries: Who's at risk and how Canadian researchers are seeking better diagnostics and treatments**

Published: September 25, 2022 6:00am EDT



# Our reach



**674,468,754**

**media impressions**

(news releases, news articles, broadcast appearances, donated billboards)



**543,285**

**page views**

of Parachute.ca



**70,804,834**

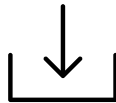
**social media  
impressions**



**45,397**

**Canadian residents  
participated**

in programs and public events



**33,759**

**downloads**

of online resources



**19,426**

**followers**

on social media



**11,824**

**hard-copy resources**

distributed to communities



**1,984**

**professionals participated**

in training workshops, webinars, and conferences



**505**

**partner organizations**

supported program and event delivery



**2**

**citations of Parachute**

by researchers in peer-reviewed journal  
publications

# Our leadership and impact

- Parachute cultivated 508 opportunities with government at the federal, provincial/territorial, and municipal/regional levels and governments. They reached out to Parachute to advise on policies related to:
  - tobogganing safety (Coroner consultation related to a child's tobogganing death, to inform recommendations for City of Ottawa)
  - Ontario's building code regarding climbable guards (horizontal railings) and potential impact on children's safety
  - Cost of Injury methodology, presented to the Organisation for Economic Co-operation and Development Working Party on Consumer Product Safety, at the request of Health Canada
- Parachute co-authored eight peer-reviewed journal publications on subjects ranging from support for women survivors of intimate partner violence and brain injury to the impact of built and social environment on child pedestrian and cycling injuries.
- Parachute collaborated with injury prevention, medicine, enforcement, industry, recreational rider associations, and provincial/territorial government staff to advocate for improvements to provincial and territorial all-terrain vehicle (ATV) legislation, based on 13 policy recommendations.
- As the Canadian NGO in the Global Alliance of NGOs for Road Safety, Parachute is helping lead the Global Decade of Action for Road Safety planning in North America.
- Parachute made Health Canada aware of regulatory changes introduced in the United States to strengthen safety standards for coin and button cell battery packaging (Reese's Law), prompting action by Health Canada to determine the impact of this change in Canada.

# Our expert advisory committee

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## **Dr. Alison Macpherson, PhD (Chair)**

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

Adjunct Senior Scientist, Institute for Clinical Evaluative Sciences

CIHR Chair in Reproductive and Child Health Services and Policy  
Research

## **Dr. Emilie Beaulieu, MD, MPH, FRCPC**

General Pediatrician, Centre mère-enfant Soleil duCHU de Québec

Assistant Professor, Department of Pediatrics, Université Laval

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

Reproduction, mother and youth health axis

Population health and optimal health practices axis

## **Dr. Kathy Belton, MEd, PhD**

Associate Director, Injury Prevention Centre (Alberta)

Co-Chair, Canadian Collaborating Centres for InjuryPrevention

## **Dr. Emma Burns, MD, FRCPC**

Assistant Professor, Department of Emergency Medicine, Dalhousie  
University

## **Dr. Liraz Fridman, PhD**

Transport Safety Specialist, City of Guelph

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

Associate Professor, School of Human Kinetics, University of Ottawa

## **Dr. Richard Louis, MD, MHM**

Injury Prevention Specialist, NB Trauma Program

## **Morag Mackay**

Director, Research, Safe Kids Worldwide

## **Megan Oakey**

Provincial Manager, Injury Prevention, BC Centre for Disease Control  
& Prevention

## **Dr. Kelly Russell, PhD**

Associate Professor, Department of Pediatrics and Child Health,  
University of Manitoba

Adjunct Professor, Department of Community Health Sciences,  
University of Manitoba

Research Scientist, Children's Hospital Research Institute of Manitoba



# Our supporters

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\$250,000+



\$100,00 to \$249,999



\$50,000 to \$99,999

Ontario  
Trillium Foundation



Fondation Trillium  
de l'Ontario

An agency of the Government of Ontario.  
Relève du gouvernement de l'Ontario.



UNIVERSITY OF  
CALGARY

\$25,000 to \$49,999



Scotiabank®



Public Health  
Agency of Canada

Agence de la santé  
publique du Canada

\$10,000 to \$24,999

Osler • SGI

Funded by the Government of Canada's New  
Horizons for Seniors Program

# Our financials

## STATEMENT OF FINANCIAL POSITION As at December 31, 2022

### ASSETS

Cash	1,341,205
Accounts receivable	942,213
Prepaid expense	39,607
	<hr/>
	2,323,025
Property and equipment	6,803
	<hr/>
	<b>2,329,828</b>

### LIABILITIES AND NET ASSETS

Liabilities	
Accounts payable and other	97,739
Deferred contributions	738,799
	<hr/>
	836,538
Net assets	1,493,290
	<hr/>
	<b>2,329,828</b>

## STATEMENT OF OPERATIONS For the year ended December 31, 2022

### REVENUE

Grants	1,655,811
Sponsorships	801,765
Program fees	556,878
Contributions	73,141
Other revenue	11,693
	<hr/>
	<b>3,099,288</b>

### EXPENDITURES

Personnel costs	1,920,565
Costs of services and materials	820,064
Rent and office administration	165,640
Travel and conferences	51,243
Information technology	58,866
Marketing	33,973
Amortization	7,777
	<hr/>
	<b>3,058,128</b>
Excess of revenue over expenditures for the year	<b>41,160</b>

# Our team



**Pamela Fuselli**  
President and CEO



**Margarita Boichuk**  
Specialist  
Digital and Social Media



**Stephanie Cowle**  
Director  
Knowledge Translation



**Michelle Dueckman**  
Co-ordinator  
Knowledge Translation  
and Programs



**Hélène Gagné**  
Director  
Fall Prevention Program



**Michael Gemar**  
Manager  
Technology and Creative  
Services



**Harvey Glower**  
Vice President  
Finance and Operations



**Nicky Lightstone**  
Manager  
Fund Development and  
Administration



**Sarah Macdonald**  
Co-ordinator  
Knowledge Translation and  
Programs



**Linda Neal**  
Senior Financial Analyst



**Brad Offman**  
Chief Corporate Relations  
Officer



**Sandra Padovani**  
Specialist  
Communications



**Priynka Patil**  
Co-ordinator  
Knowledge Translation and  
Programs



**Valerie Smith**  
Director  
Programs



**Julie Taylor**  
Manager  
Knowledge Translation and  
Programs



**Kelley Teahen**  
Vice President  
Communications and  
Marketing



**Claire Westmacott**  
Manager  
Knowledge Translation and  
Programs



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



**Umayangga  
Yogalingam**  
Manager  
Knowledge Translation and  
Programs

Not pictured: **Adam Segal**, Director, Fund Development





PREVENTING INJURIES. SAVING LIVES.

[info@parachute.ca](mailto:info@parachute.ca)

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1-888-537-7777

[parachute.ca](http://parachute.ca)