

Parachute's Strategic Framework

2024 - 2028



Parachute's Mission

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

Our Vision

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

Our Values

Evidence-informed
Implementation-focused
Policy-driven
Collaborative and complementary
Innovative

Parachute's Strategic Framework

This framework sets out the *raison d'être* for Parachute, our foundation and approaches for the work undertaken in our 2024 to 2028 Strategic Plan.

Why injury prevention is important

Preventable injuries touch every single person living in Canada. Some may experience minor injuries from which they fully recover, while others are seriously injured or killed. Even injuries that are not life-threatening have long-lasting impacts on an individual and their family.

Parachute envisions a future where there is a robust understanding by Canadians that injuries are preventable: they are not “accidents”, “acts of fate” or inevitable; where we realize government investments in preventing injuries, a leading cause of death and hospitalization, as a key way to keep Canadians healthy.

Parachute envisions collective action among all sectors that have a role and responsibility to prevent injuries. We see places and spaces that take a holistic approach, encouraging and supporting health and providing safe environments. We know it is possible by making a commitment to a destination, a result, and aligning choices and resources to enable us to get there.

Injury can be described as unintentional or intentional, where people deliberately cause injury to themselves or to others through self-harm, suicide, assault or murder. Parachute's work focuses on unintentional injuries, which remain the leading cause of death for Canadians aged 1 to 34 years, the second-leading cause for those aged 35 to 44, and the third for children younger than 1 year and for those aged 45 to 64.

The vast majority of these unintentional injuries in Canada are both predictable and preventable. We know that investing wisely in initiatives for which there is already good evidence makes a difference. Canada continues to need a champion to advocate for tackling the issue of preventing fatal and serious injury. Parachute is that champion.

Investing in proven, evidence-informed injury-prevention tools and resources has immeasurable social and quantifiable economic benefits. It reduces the incidence and severity of injuries, the number of lives cut short and the number of lives changed forever. Injury prevention promises an enhanced quality of life for individuals and

If you are between the ages of 1 to 44 years, you are more likely to die from a preventable injury than any other cause.

The vast majority of injuries are predictable and therefore preventable.

We have known effective solutions.

Preventable injuries touch every single person living in Canada.

Prevention makes human and economic sense.

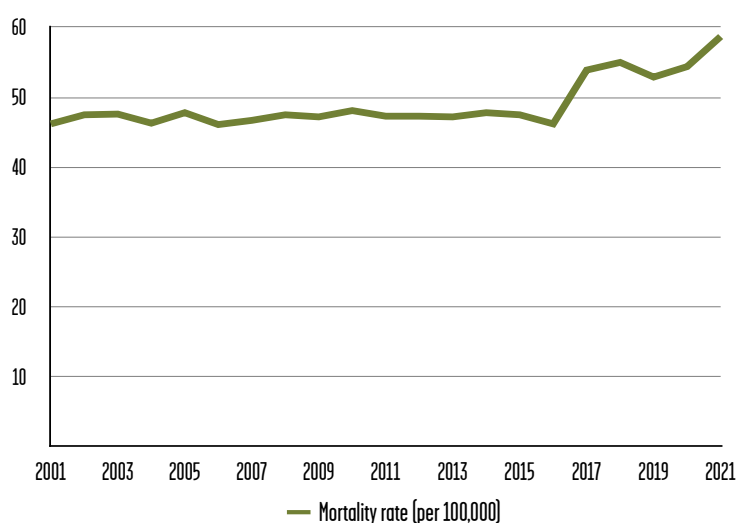
families, while resulting in fewer disruptions in education and increased productivity for businesses. With fewer injured people visiting doctors, hospital emergency rooms and rehabilitation centres, scarce healthcare resources in Canada, are freed up for other priorities. Everyone benefits from lowered injury rates.

Leading causes of injury deaths, hospitalizations and emergency department visits in Canada, all ages, ranked

Deaths (2018)	Hospitalizations (2018)	Emergency department visits (2018)
1. Falls	1. Falls	1. Falls
2. Suicide/self-harm	2. Transport incidents	2. Transport incidents
3. Unintentional poisoning	3. Self-harm	3. Violence
4. Transport incidents	4. Unintentional poisoning	4. Struck by/ against sports equipment
5. Violence	5. Violence	5. Unintentional poisoning
6. Drowning	6. Fire/burns	6. Self-harm
7. Fire/burns	7. Drowning	7. Fire/burns
	8. Struck by/against sports equipment	8. Drowning

While we have made strides in reducing deaths due to certain injury causes, the rate at which people in Canada die from injuries overall has remained fairly consistent over the last 20 years. More recently, deaths from certain causes – including poisoning and falls – are on the rise.

Injury mortality in Canada, 2001 to 2021 (rate per 100,000)



Number of deaths

17,475 deaths associated with injuries in 2018, compared with 15,866 in 2010.

Hospitalizations

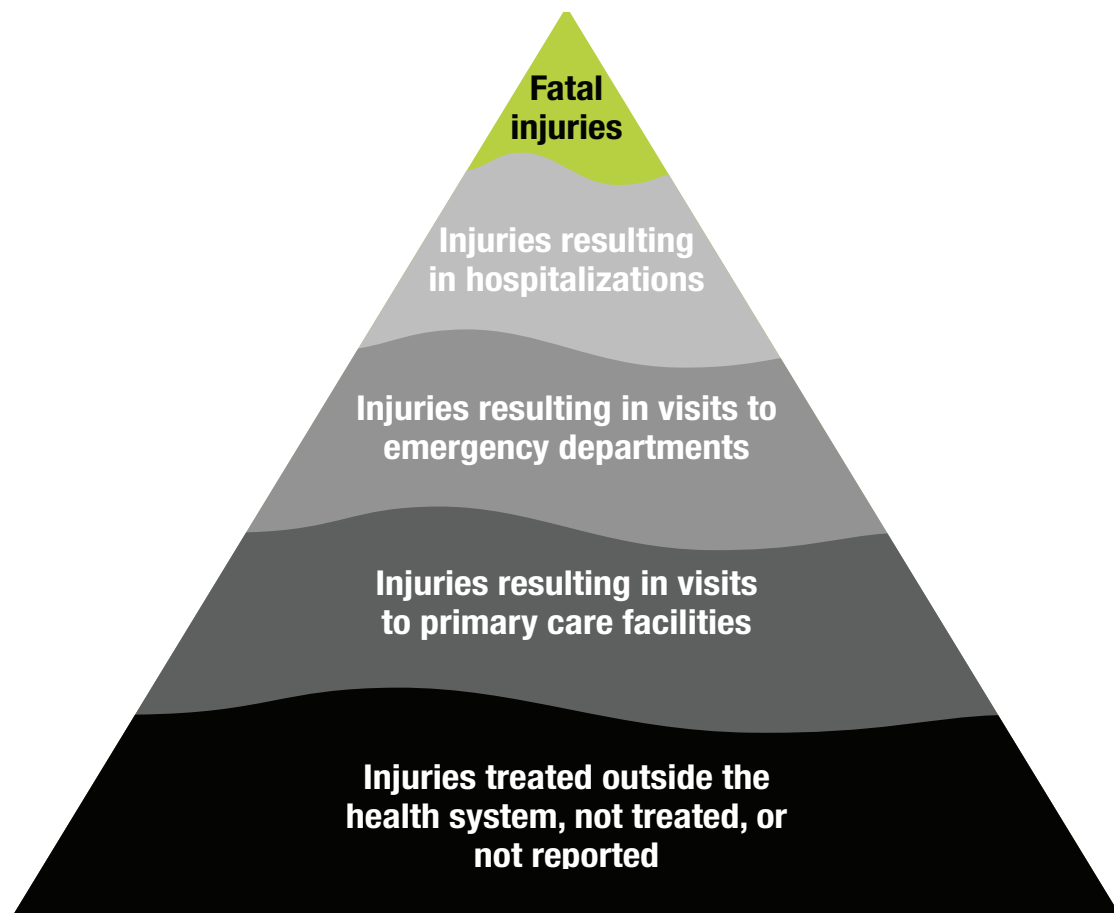
231,530 hospital admissions due to an injury (2018), compared with 231,596 in 2010.

ED visits

4,555,865 emergency department visits due to injury (2018), compared with 3,492,148 in 2010.

Injury data on deaths only represent a fraction of those injured. Hundreds of thousands more are hospitalized and visit emergency departments annually. Millions more visit doctors' offices or are treated at clinics. And then there are the injuries that remain untreated, or are not reported.

Preventable injury levels

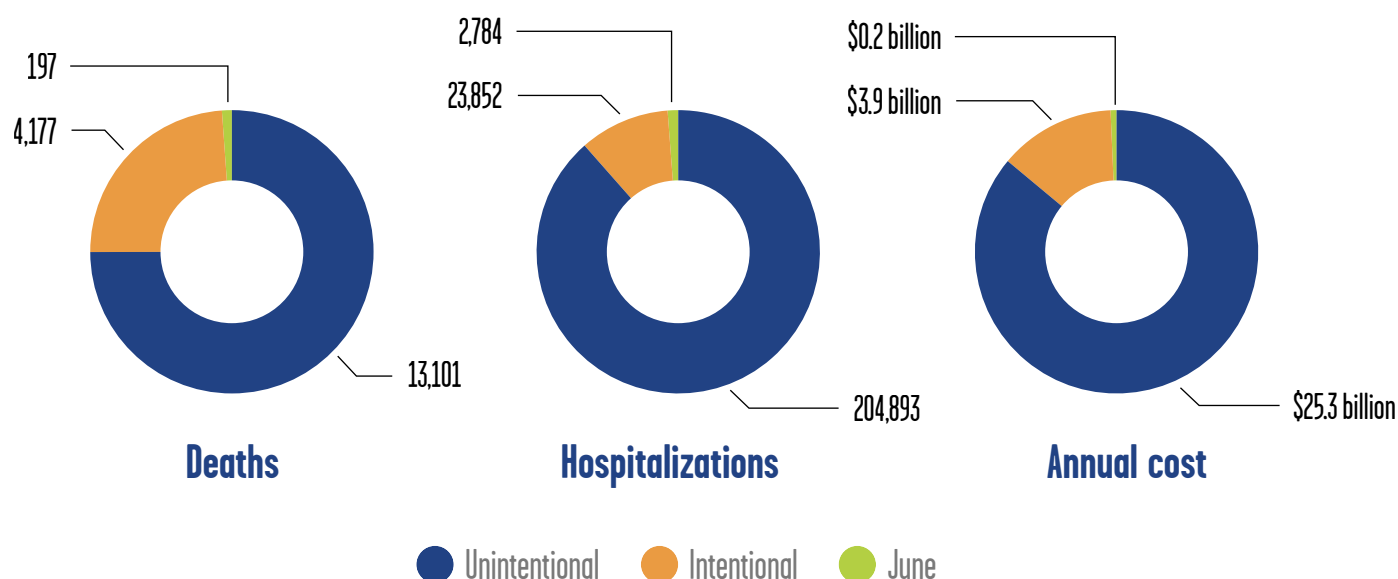


Why unintentional injury

Parachute has chosen unintentional injuries as its area of focus. Unintentional injuries make up the largest proportion of the injury burden. Since its inception, Parachute remains the only national organization solely dedicated to preventing unintentional injuries in Canada.

There are credible organizations in Canada working in the area of intentional injuries and there is no rationale to duplicate their efforts. Parachute does not have the internal expertise in this area and we would be competing for revenues directed at this area with organizations with proven expertise. Yet, the burden of intentional injuries, such as self-harm and violence, must not be ignored. Parachute seeks out points of intersection with and opportunities to support and amplify those organizations with a mandate for this work by adding value, contributing support and identifying gaps.

Injury deaths, hospitalizations and annual cost in Canada, all ages, by intent (2018)



We need to base our response to injury, and what we do to lessen these impacts, by studying the most prevalent kind of injury in each of our life stages. The chart below sets those out.

Leading causes of unintentional injury deaths and hospitalizations in Canada, by age group, ranked

	Deaths	Hospitalizations
Birth to age 4	Transport incidents, Suffocation Drowning Fire/burns	Falls Suffocation Unintentional poisoning
Age 5 to 9	Transport incidents Drowning Fire/burns	Falls Transport incidents Unintentional poisoning
Age 10 to 14	Transport incidents Drowning Fire/burns	Falls Transport incidents Unintentional poisoning
Age 15 to 24	Unintentional poisoning Transport incidents Drowning	Transport incidents Falls Unintentional poisoning
Age 25 to 64	Unintentional poisoning Transport incidents Falls	Falls Transport incidents Unintentional poisoning
Age 65+	Falls Transport incidents Unintentional poisoning	Falls Transport incidents Unintentional poisoning

Who is affected by injury?

While injury remains the leading cause of death for Canadians ages 1 to 44, injury affects people in every age category. It also affects the families and caregivers of those who are injured. The impact ripples out to friends, loved ones, teammates, fellow students or co-workers. Our society and our economy are profoundly impacted: The Cost of Injury Report issued in 2021 estimated that the injury cost to Canadians is at minimum \$29.4 billion annually.

Similar to other health issues, severe and fatal injuries are disproportionately experienced by individuals and populations who live in less affluent neighbourhoods, have low socioeconomic status and low educational attainment: what healthcare professionals call the social determinants of health. The likelihood of experiencing injury declines for every incremental increase in income and neighbourhood affluence.

Equity-seeking groups, such as Indigenous Peoples, Black and multi-cultural people, new Canadians, women, as well as populations such as children, youth and seniors are disproportionately affected by injuries. Efforts need to be made to include them in identifying problems and developing solutions.

Parachute's approach and focus

Parachute is a Canadian national charity formed in 2012 through the amalgamation of four national organizations dedicated to the prevention of injuries in Canada.

Parachute has evolved into the country's national convenor and connector to create effective, pan-Canadian responses to leading and emerging unintentional injury issues.

We focus on preventing serious injury and death in the home, at play and on the move.

By understanding what causes the most-common problems, we can then pursue evidence-informed policies and create interventions to reduce the incidence of these injuries.

Parachute will continue to focus on priority areas related to injuries that occur at home, at play and on the move, using national data to direct our work to the highest burden of unintentional injury. Data show that the areas of focus are:



Falls



Motor vehicle collisions



Poisonings



Incidents in sport and recreational activities, with a focus on concussion prevention

In addition, Parachute will identify points of intersection between these areas, for example, concussion and falls in seniors.

We are also active in drowning prevention and addressing the home-based injuries prevalent in children ages 6 and under such as choking, suffocation and strangulation. We continually assess information and data to understand what's working in injury prevention and what new injury threats may be emerging in our society.

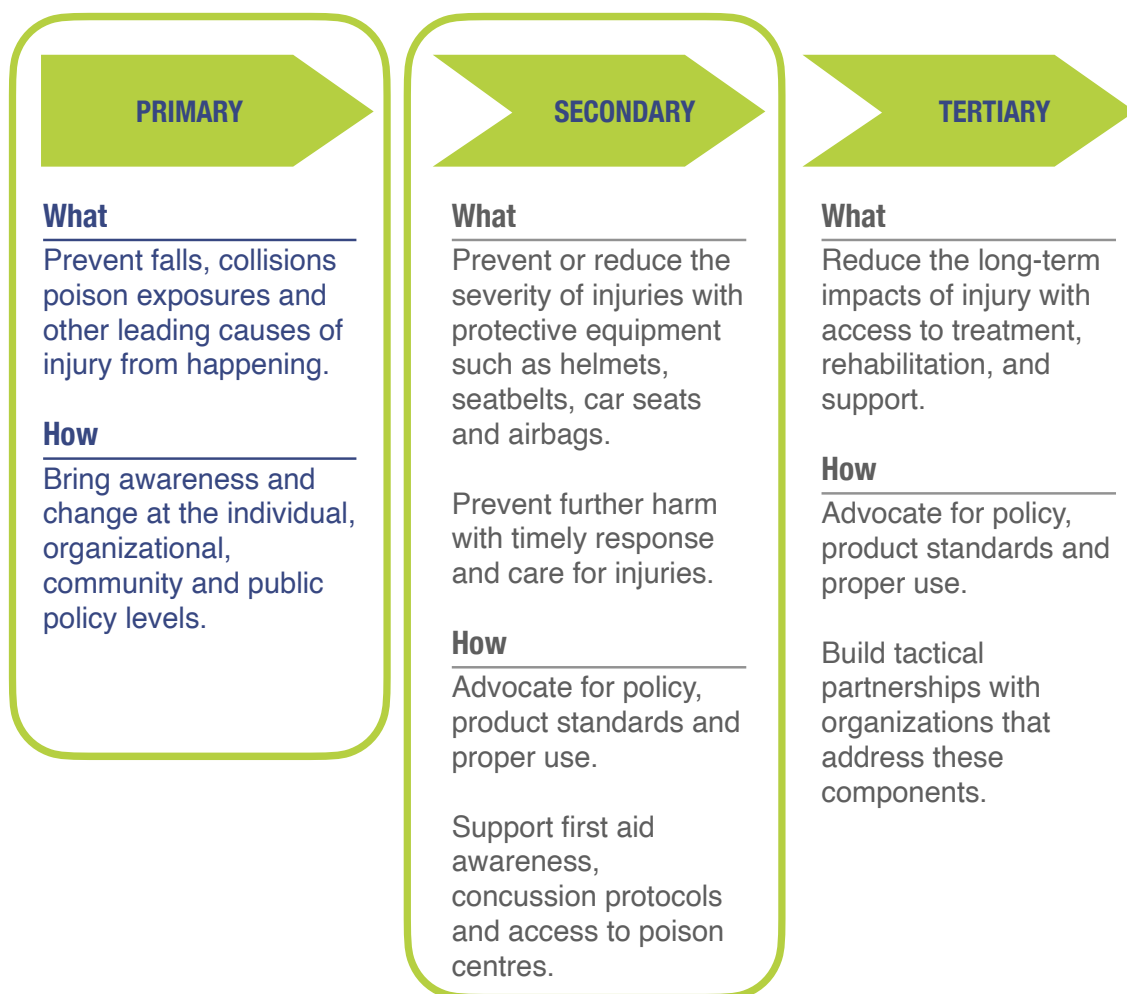
Parachute is an organization with a social purpose – to save lives. Our goal is for Canadians to live long lives to the fullest by preventing a leading cause of death and serious injury. The “what” of our work is as important as the “why”. It frames our actions and sets out the goals we measure ourselves against.

Prevention focused

Parachute works upstream, or on primary and secondary prevention, focusing on stopping an injury from happening in the first place or preventing further harm once an injury does occur.

Not only does focusing on primary and secondary prevention make sense and eases the burden on our healthcare system, it avoids the unimaginable pain and loss to individuals, their families and communities. Society as a whole benefit from our upstream approach.

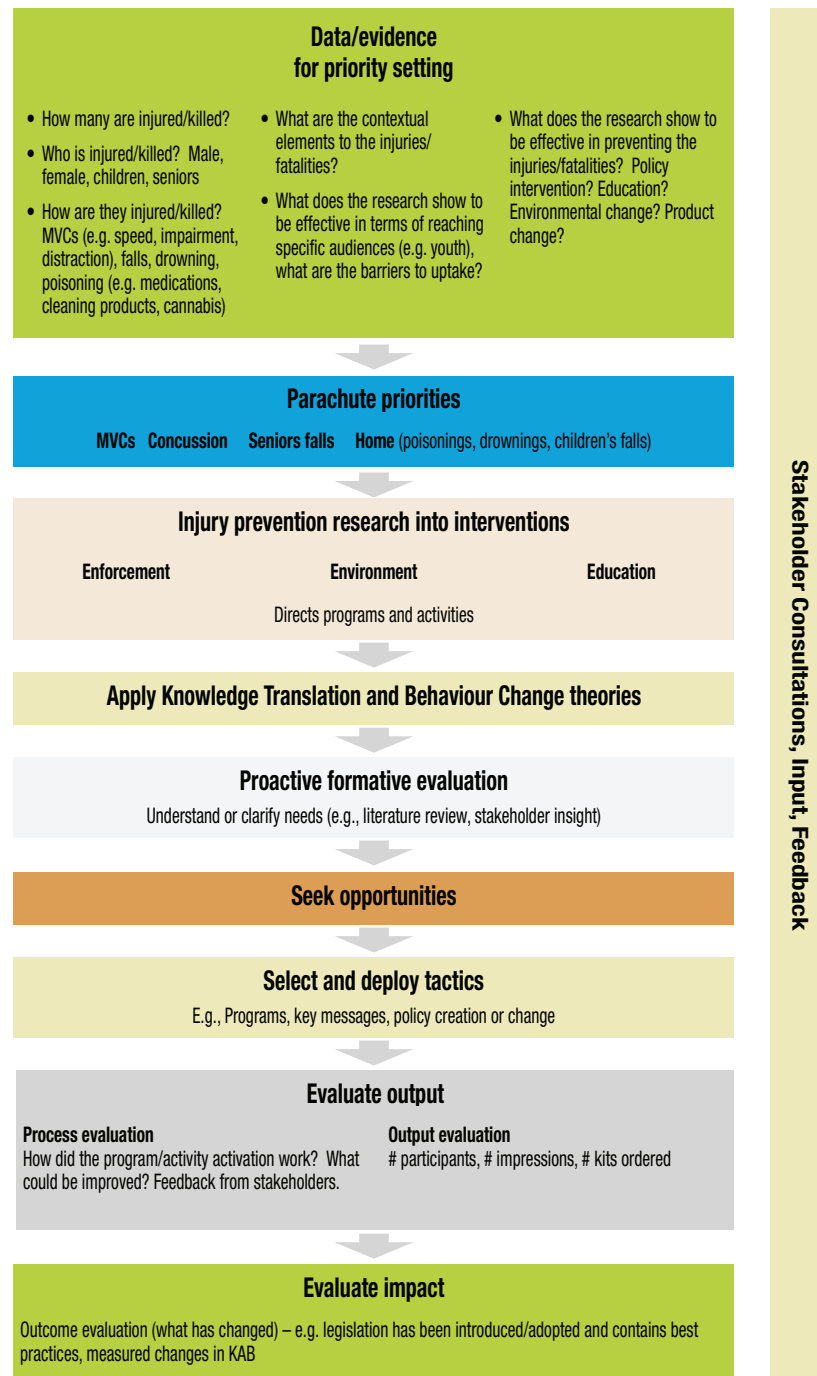
To achieve its goal, Parachute will focus on primary and secondary prevention



The public health approach

Parachute takes a public health approach, using evidence-informed practice and knowledge translation principles. This is first and foremost preventative in nature. It involves understanding the underlying determinants of health problems and developing effective prevention strategies.

Applying the Public Health Approach to Parachute's work



There are five classic steps in the public health approach:

- Surveillance
- Research on risk and protective factors
- Research on interventions
- Program and policy implementation
- Evaluation and monitoring

To successfully prevent injuries, you need all five elements, but not necessarily in a linear sequence.

Evidence-informed injury prevention practice includes a comprehensive approach that includes different types of evidence from both research and practice. Following evidence-informed practice includes the actions needed to adopt, implement and evaluate effective interventions to reduce injury, while recognizing the importance of context and the interactions among individuals, communities, policies and the physical environment.

This approach is meant to ensure that resources, human and financial, are focused on what will make a difference and result in outcomes that reduce the burden of injuries.

Knowledge translation

Knowledge translation, often shortened to “KT”, is the practice of communicating research evidence using processes and strategies that ensure the evidence can be accessed and understood in a manner that can benefit a range of knowledge users, both within and beyond academia, as appropriate.

Research that integrates knowledge translation is a significant part of Parachute’s activities. We are co-principal investigators, leads for knowledge translation, advisors and, for more-clinical research, disseminators of key results.

Systems approach

Injuries are often attributed to the behaviours of individuals. While individuals do play a role in injuries, the occurrence of severe and fatal injuries is far more complex than individual choice.

Injuries are the result of the interplay with individual, community, structural and societal factors. This includes everything from social connectedness in the community to income support and childcare policies. This range of factors combine to create the conditions in which people live, work, and play, ultimately impacting the options they have and exerting significant influence over day-to-day life.

To effectively reduce injury, we need to address these broader societal and structural issues.

Collective action

It is important to remember that the causes of injuries and strategies to prevent them don't occur in a vacuum. It's about the links. There are connections to and integration with other pressing social issues such as the health benefits of physical activity, environmental climate change and social determinants of health, where factors such as income and where you live can shape your access to health care and safe physical spaces. Parachute seeks out points of intersections between issues to join forces with organizations with whom we can collaborate to reach shared goals.

Parachute has deep, far-reaching roots in Canada. Our longstanding, collaborative relationships with colleagues and stakeholders are a key component to the successes we have achieved and the credibility we hold. We are the organization that can convene individuals and organizations from every province and territory to move forward national injury prevention goals.

Values and principles

Evidence-based

Parachute uses an evidence-informed approach to setting priorities, designing implementable and cost-effective solutions, and evaluating impact.

Policy-driven

Parachute provides thought leadership and focus to public policy dialogue and actions across Canada.

Implementation focused

Parachute builds capacity and provides best practice solutions that are scalable and meet the needs of our diverse stakeholder and injury prevention network across the country, focusing on programs and initiatives that are achieving the desired impact and outcomes.

Collaborative and complementary

Parachute strengthens the cause of injury prevention and sets the national agenda by bringing together leading practices, from Canada and around the world. We work with federal, provincial, and territorial injury prevention initiatives, as well as corporations and foundations, to augment and accelerate their efforts, avoid duplication, and share leading practices.

Innovative

Parachute attracts innovators and influencers to injury prevention. We embrace new approaches, ideas, technologies, and processes that can help us achieve our goals.