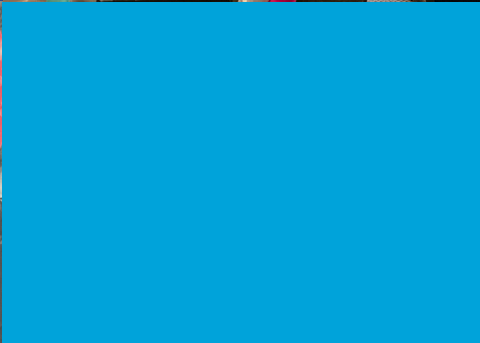




Annual Report 2023



2023 Board of Directors

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Seanna Millar to June 2023

Nev Kent from June 2023



Message from

Zoe Robinson, Board Chair

Parachute took an important step forward in 2023 as it developed its latest roadmap for its future, Canada's convenor for injury prevention: Parachute's Strategic Plan, 2024 to 2028.

Canada is at a crucial juncture in the realm of injury prevention and Parachute is in position to catalyze change and elevate the importance of preventing unintentional injuries across this country.

Our new strategic plan reflects the collective efforts of Parachute, key stakeholders and partners. We want to raise the profile of injury prevention as a public healthcare issue. Despite the overwhelming impact of injuries on our healthcare system and our lives, injury prevention remains a low priority in Canada. This plan charts a course to address this disparity and propel us toward a safer, healthier future.

I first learned about Parachute and its work in concussion recognition and management through my work in sport. I came to know

breadth of Parachute's work to prevent injuries at home, at play, and on the move and I felt the impact of such injuries personally when my 92-year-old father fell and broke his hip in spring 2022. Parachute focuses on the most-prevalent causes of unintentional injuries causing serious harm and deaths: In Canada, that's falls, poisonings and motor-vehicle collisions.

Over the next five years, Parachute will spearhead initiatives to inform and influence priorities, holding policymakers accountable for lifesaving actions. Our plan includes empowering individuals to grasp the preventability of injuries through public awareness. We will bring together the injury prevention professionals from across Canada to form a national association and deliver more training that will bolster those working tirelessly in injury prevention.

Join us on this transformative journey.



Message from

Pamela Fuselli, President and CEO

Parachute and the injury prevention field in Canada are entering a new phase of maturity. And it's about time, given the high burden that injuries place on our health-care system resources and the heavy burden injuries exact in the lives they impact.

In 2023, we developed the Parachute 2024 to 2028 Strategic Plan in consultation with key stakeholders and partners, the team at Parachute and our Board of Directors. It focuses on what our organization brings to the national efforts to change the understanding of the predictability and preventability of serious injuries and death. The plan also lays out a course to address the fact that injury prevention remains a low priority in Canada with little attention and action directed at it, even though it touches every person in our country to some degree.

When I tell someone between the ages of 1 to 44 years that they are more likely to die from a preventable injury – such as a crash, a fall or a poisoning – than anything else, they are shocked. These incidents happen every day, in ones, twos and threes, often unnoticed except by the family and friends who mourn. We rarely urgently address the cause of injury death, unless hundreds die at one time, such as in a plane crash. But these mass events are rare, and account for a tiny portion of those whose lives are cut short by injury.

Parachute's actions over the next five years will bring attention to the issue and preventability of these serious and fatal injuries through advocacy efforts that inform and influence priorities and that hold policy makers accountable to take lifesaving actions that are known to eliminate death and serious injury. We will focus on raising awareness to empower and galvanize the public to understand the preventability of injuries. Parachute will create formal training opportunities for those working in the field of injury prevention and build a national association to support and foster their efforts towards people in Canada living a long life to the fullest. We will continue to be a convenor and facilitator of national collective discussions, publish on best practices and implement evidence-informed initiatives. All of this work is only possible with a strong and knowledgeable team of experts, with collaborative, positive, long-term partner relationships, and with support and engagement from our funding partners.

The next five years will be challenging, but we are inspired by the fact our work saves people from tragic events that end or alter lives, one injury at a time.

NEW

Canada's Convenor for injury prevention

In 2023, Parachute undertook a national consultation process to create its third strategic plan, [Canada's Convenor for Injury Prevention: Parachute's Strategic Plan 2024 to 2028](#).

In the years of Parachute's fourth strategic plan, covering 2024 to 2028, we commit to our role as Canada's national charity that convenes people and sectors from across Canada to raise awareness about the importance of injury prevention, and advocates for the key strategies we must embrace to reduce injuries that cause serious harm and death.

Parachute will focus on priority areas related to injuries that occur at home, at play, and on the road, using national data to direct our work to focus on the highest burdens of unintentional injury.

- Falls
- Poisonings
- Motor vehicle collisions
- Incidents in sport and recreational activities, with a focus on concussion prevention

As part of our strategic planning, in 2023 we also created our **Strategic Framework**, which sets out the raison d'être for Parachute, our foundation and approaches for the work undertaken in our 2024 to 2028 Strategic Plan.



Vision Zero

The Vision Zero principle is simple and powerful: deaths and serious injuries on our roads are not inevitable. They are predictable and preventable. Road safety is a shared responsibility and cannot rely on perfect human behaviour. How we build our road infrastructure and integrate transportation with our communities' needs is key to keeping all road users safe. Supported by our long-term and dedicated road safety partner, **Desjardins Insurance**, Parachute leads the Vision Zero movement in Canada, empowering local communities and practitioners to adopt Vision Zero strategies and working to build public support for these initiatives.



Road Safety Survey

Thanks to support from **Transport Canada**, Parachute undertook its second national road safety survey, conducted by **Ipsos**. It discovered that, as more Canadians are concerned about road safety, more also want to make it a key priority to address in their communities.

Since Parachute conducted a road safety survey in 2021, fewer Canadians (39 vs 46 per cent) believe our roads are safe, with 22 per cent – up seven per cent from 2021 – rating them “not safe.” The remainder (39 per cent in each survey period) ranked our roads “somewhat

safe,” with 54 per cent ranking road safety as a top five priority to be addressed in their community.

One road safety measure above all others now receives more support in 2023 than in 2021: 28 per cent now agree with the statement “speed limits are too high and should be lowered” vs 22 per cent in 2021. In a ranking of effectiveness of strategies to improve road safety, reducing speed limits was the only strategy with increased support, up six percentage points from 46 to 52 per cent.

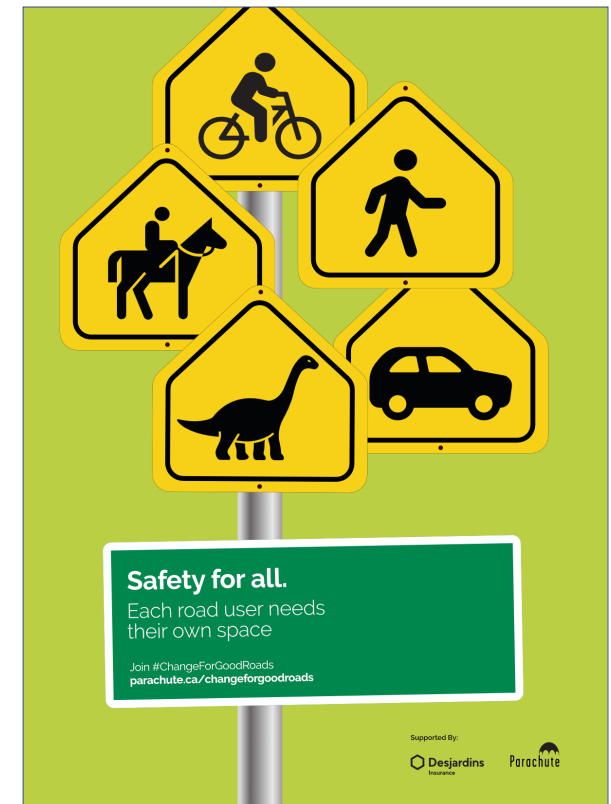


NEW

#ChangeForGoodRoads

The #ChangeForGoodRoads campaign, which ran in 2023 and is set to run again in 2024, uses short social media videos and billboard messaging, designed by **Premise Communications**, to build upon the findings of our 2023 survey and encourage changed perceptions around and support of:

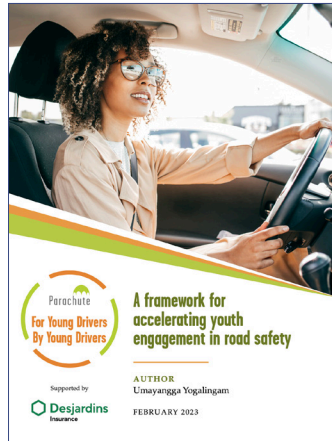
- Speed reduction: Built for speed saving lives.
- Improved road design: Build our roads to guide, not collide.
- Understanding that humans make mistakes, but road design shouldn't.
- Equity and shared road use: Safety for all – each road user needs their own space.
- Don't call this an "accident": So-called "accidents" are in fact predictable and preventable.



Youth engagement in road safety

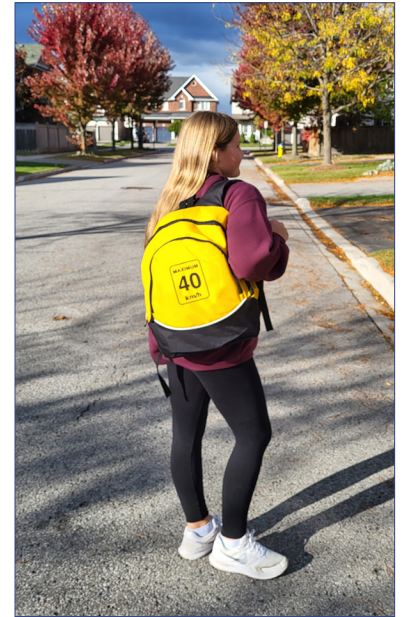
NEW

For Young Drivers report. This Parachute report supported by **Transport Canada**, [A framework for accelerating youth engagement in road safety](#), brings together research and interviews with subject matter experts and our youth advisors. A suite of tools and tip sheets are also available for partners across Canada to build their own youth engagement programs.



NEW

The Parachute Youth Road Safety Grant Program was part of 2023's National Teen Driver Safety Week activities as Parachute aims to shift the focus of this annual campaign to youth as change makers. The campaign sought to highlight and support the role of young people in Canada in improving road safety and provide young people with the resources they need to become active and engaged road safety advocates who contribute to creating safer communities. To that end, Parachute awarded 15 grants to support youth-led road safety projects in communities across Canada, with grants in Saskatchewan supported by **Saskatchewan Government Insurance**.



National Teen Driver Safety Week: Our focus for this annual awareness week, supported by **Desjardins Insurance**, shifted in 2023 toward empowering youth to take action to promote road safety for all road users, rather than our previous exclusive focus on risky driving behaviours, under the theme **#OurFutureRoads**. As part of this, members of the **Canadian Youth Road Safety Council** created awareness videos to speak peer-to-peer about their road safety concerns.



Canada's Favourite Crossing Guard



The 2023 Canada's Favourite Crossing Guard Contest, supported by Desjardins Insurance, drew 210 nominations for 40 crossing guards from six provinces. The winners were:



Jenelle Kunkel
St. Clement
Catholic School
Etobicoke, Ontario



Louise Leduc
École Sainte-Marie
Chambly, Québec



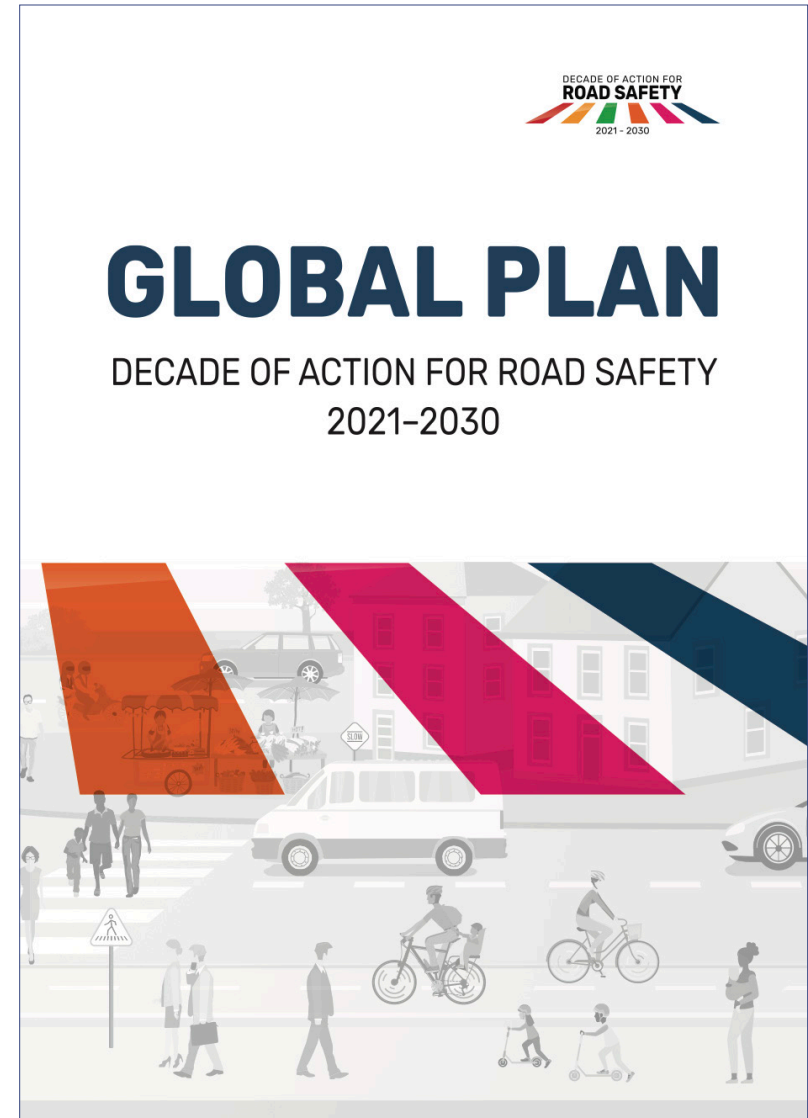
Tammy Nugent
Park Lawn Junior
Middle School
Toronto, Ontario

NEW

National Coalition for the Global Decade of Action on Road Safety

Parachute is the founder of this new coalition designed to support the Decade of Action for Road Safety 2021-2030 in Canada through building a unified voice with stakeholders representing the multiple sectors including road safety, mobility and active transportation, sustainable cities, and health and wellbeing. The coalition will:

- Define tangible and equitable steps that can be taken in Canada to ensure Canadian contributions to and accountability for the Global Decade of Action for Road Safety.
- Encourage, influence, inform and support the adoption by government of evidence-informed interventions as outlined in the Global Plan and identified as key collaborative priorities by the coalition (i.e., traffic calming, safe pedestrian and cycling infrastructure, 30 km/h zones, lower speed limits).
- Identify, explore and act on opportunities for collaboration and funding among coalition partners and taking action on appropriate opportunities.



Vision Zero resources

With support from **Desjardins Insurance**, Parachute continues to produce and share road safety resources for the 800-member Vision Zero network and beyond. In 2023, these include:

- The [Road to Wellness case study](#)
- A series of [four infographics on Safe Mobility](#)
- Two webinars
- A seven-episode [#ChangeForGoodRoads podcast](#), hosted by Parachute's President and CEO Pamela Fuselli in conversation with leading experts from a multitude of disciplines – sustainable cities, equity, accessibility, physical activity, mobility and road safety.

Parachute Vision Zero presents a free webinar

Good roads for all: Moving the needle on road safety

Monday, February 27, 2023 – 1:30 p.m. to 2:30 p.m. ET

Building on findings from our Change for Good Roads initiative, this webinar explores our next steps to creating safer roads and healthier communities on the one-year anniversary of that report's release. Moderated by Parachute's President and CEO Pamela Fuselli, featured Canadian experts from the sectors of sustainable cities, equity, health and wellbeing and road safety will discuss how to move the needle on support for road safety through multi-sectoral collaboration in Canada.

Panelists

Dr. John C. Spence General of Safety President, Province of Ontario, Road and Transport	Dr. Meghan Winters Social and Behavioral Professor, Faculty of Health Sciences	Arcy Canamy RPT
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Partially funded by Transport Canada's Enhanced Road Safety Transfer Payment Program

Supported by **Desjardins** | Sign up at: parachute.ca/webinar

Parachute Vision Zero and CARSP present a free webinar

Global road safety actions 2023: What you need to know

Tuesday, April 25, 2023 – 1 p.m. to 2 p.m. EDT

Presented by Parachute and CARSP, this free webinar will build upon the previous webinar and provide an update on the Global Plan for the Decade of Action for Road Safety 2021-2030, along with the coming out of the report global review of road safety and road victims that took place March 6 to 10, 2023 in El Salvador. We will also share timely social media messages and printable creative tools for all road safety partners to use for the upcoming UN Global Road Safety Week, coming May 15 to 21, 2023, which calls on policy makers to #HealWithMobility to make walking, cycling and public transport safe and convenient so that people can make the shift to active, sustainable mobility.

Presenters

Valerie Smith Director, Programs Parachute	Roberto Dilig President General Association of Road Safety Professionals
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Supported by **Desjardins** | Sign up at: parachute.ca/webinar

Change for Good Roads

Parachute Vision Zero

Parachute Vision Zero

Case study series
Issue 13: June 2023

Road to Wellness:

A case study on equitable solutions for improving air quality through the lens of road safety and transportation

parachute.ca/visionzero

SAFE MOBILITY IN URBAN AREAS

ARE YOU THINKING ABOUT ...equity?

We need to stop thinking that roads are infrastructure for drivers and their vehicles when this infrastructure should be serving the whole population. These spaces should be designed for everyone: transportation, safety and recreational needs.

...my safety?

Higher-income neighbourhoods get a disproportionate amount of road safety interventions, such as speed bumps, speed cameras, existing signage between wealthy and lower-income neighbourhoods. Let data, not complaints, drive your intervention budget decisions.

...how we get to school?

Active Canada, our roads are designed for the safety and convenience of cars and their occupants. We need to consider other road users – school children, older adults, people with disabilities and everyone who walks, cycles or who needs to move around our communities.

...how we can play safely in our community?

Often the voices of those disproportionately impacted aren't heard when making road safety decisions. By including the diverse voices and the expertise of the table, program planners, policy makers and community organizers may be able to create a more equitable distribution of infrastructure-based resources.

...how I get to work?

For some populations or communities, active or public transit may be the low-cost or accessible option, based on structural inequities in the built environment, as well as gender-based, socio-economic, geographic or cultural barriers. Improving safety and access to active and public transit in these communities improves the health and safety of historically disadvantaged communities.

ARE YOU THINKING ABOUT ...health and wellbeing?

Road safety is a major public health concern in Canada. More than 1,700 people lose their lives to road crashes annually and more than 23,000 people require hospitalizations for their injuries.

Improving road safety improves our physical and mental health. Limited access to public transit, green spaces and geographic barriers to recreation such as trails, hiking and health care also have negative impacts on largely low-income or historically disadvantaged communities.

...the accessibility of public transit in my neighbourhood?

By ensuring that active transportation and public transportation are safe, funded and convenient options for driving, urban areas can improve the health and wellbeing of their cities.

...how I can play safely and breathe clean air in my neighbourhood?

In Canada, the transportation sector is a significant contributor to greenhouse gas emissions and 33 per cent of transport emissions come from cars and light trucks. Increases in active and multi-modal transportation reduces the risk of collisions and can reduce air pollution, greenhouse gas emissions and noise pollution, helping to create healthier, more vibrant communities.

...how we can walk safely to our pharmacy?

Changing our environments to encourage walking, biking or selecting an transportation positively impacts physical activity levels and mental health as well as lowers risk for chronic disease and injury.

...how I can bike safely to work?

Our roads are safer for everyone when we reduce and slow down motor vehicle traffic by improving access to public transit, creating separated bike lanes and building walkable, more connected neighbourhoods. These changes will create an environment that makes it safer for people in Canada to safely get active.

ARE YOU THINKING ABOUT ...the environment?

Road safety should not be approached as a stand-alone issue but as an integrated component of many policy agendas. Building safe and sustainable mobility plays an important role in mitigating the impact of climate change.

Climate change and activities causing increased greenhouse gas emissions, will continue to threaten the lives and livelihoods of Canadians at increasingly catastrophic and alarming rates. In 2023, the Canadian transportation sector accounted for one-quarter of national greenhouse gas emissions.

...how I get to the gym safely?

Municipal transportation systems that prioritize active transportation (i.e., walking, cycling, scootering, skateboarding), public transit and auto sharing to reduce solo car rides are key to reducing greenhouse gas emissions and increasing road safety.

...how we can walk to get our groceries safely?

Access to equitable, safe and climate-friendly multi-modal transportation systems provide people with both the option and the encouragement to use active modes of travel such as walking and biking that do not emit greenhouse gas.

...how can I reduce my vehicle's emissions?

Slow down! Speed reduction improves road safety and reduces vehicle emissions. Traffic volume measures that reduce these limits such as speed bumps, narrowing lanes, roundabouts and other measures can be a great driver to reduce these driving speeds.

...my health and wellbeing?

Adoption of zero-emission vehicles is a key step to decarbonizing the transportation sector. Reducing greenhouse gas emissions is necessary to slow the health impacts of climate change, such as greater risk of respiratory and cardiovascular problems, extreme and deaths from extreme weather events and effects on mental health.

For all resources, go to parachute.ca/roadtowellness

Partially funded by Transport Canada's Enhanced Road Safety Transfer Payment Program | Supported by **Desjardins**

NEW

Vision Zero Walkshop

The **City of Guelph** in Ontario and Parachute, with support from **Desjardins Insurance**, organized a **Vision Zero Walkshop** that took place in October 2023 in the Onward Willow neighbourhood in Guelph, identified as an equity-deserving community. The 55 invited guests, including community representatives, went on a seven-stop walking tour that highlighted both challenges and recent Vision Zero upgrades to make the neighbourhood safer for all road users. The guests gathered for lunch and a facilitated discussion that covered:

- reports from each tour group about their observations
- What surprised participants as they walked the route
- What Vision Zero interventions already in place were improving safety
- Identifying what they would like to see changed to improve safety

Guelph is holding a second event in the same neighbourhood in 2024 to report on progress, and Parachute plans to build on the template of the Guelph Walkshop to run other similar events in municipalities elsewhere in Canada.



Conferences and presentations

- At the 2023 **Canadian Association of Road Safety Professionals (CARSP)** conference held in Winnipeg in 2023, **Valerie Smith**, Parachute's Director, Programs, was elected President of CARSP; Parachute won the Mavis Johnson Traffic Safety Award for Best Policy Brief and Submission (on awareness campaigns related to cannabis and driving). The brief was co-authored by **Kelley Teahen**, VP Communications and Marketing, and **Claire Westmacott**, Manager, Knowledge Translation and Programs.
- **Valerie Smith**, leading Parachute's Vision Zero work, spoke at several national and international road safety conferences in 2023, including the **Canadian Council of Motor Transportation Administrators** (held in St. John's N.L.) and the **International Conference on Road Safety, Transport and Road Statistics** in Bogota, Colombia.



Media appearances

Media frequently turn to Parachute for comments on road safety stories: An interview with **Valerie Smith** with the Canadian Press on the issue of vehicular right turns at red lights appeared widely in newspapers around the country, prompting several broadcast appearances and a commentary in the Globe and Mail, resulting in **98.5 million earned media impressions**.



CANADA News

Cities look to copy Montreal's ban of right turns on red, but safety data lacking

A passenger vehicle makes a right turn on red at an intersection that prohibits the turn Tuesday, Oct. 31, 2023, in Chicago. (AP Photo/Charles Rex Arbogast)

Morgan Lowrie
The Canadian Press Staff
Contact

Published Nov. 12, 2023 7:38 a.m. EST

Share

MONTREAL - In an effort to prevent pedestrian and cyclist deaths, more North American cities are contemplating imitating Montreal by banning drivers from turning right on red lights.

But despite decades of debate, even traffic safety advocates who favour the ban say there's a lack of reliable data proving the measure improves safety.

Valerie Smith, the director of road safety and safe mobility programs at injury prevention group Parachute, said allowing drivers to turn right at red lights creates a "hostile environment" for pedestrians and cyclists -- especially children, older seniors and people with mobility problems. She said it forces pedestrians to contend with distracted drivers and gauge whether an approaching driver will stop for them.

Walk and talk highlights challenges of getting around in Guelph neighbourhood

'It's great that we are being seen and heard,' resident Jen Quillman says

Kate Bueckert · CBC News · Posted: Oct 26, 2023 8:18 AM EDT | Last Updated: October 26, 2023



Poison prevention

Poisoning is overlooked as an issue as it gets little media or policy attention but it's a much larger public health issue than is generally recognized: In 2018, the last year for which comprehensive national Canadian data are available, poisoning was the third-leading cause of death by injury. With the support of **Health Canada**, Parachute convenes 450 partners from more than 250 organizations Canada, including the five poison centres, to raise awareness about poisoning and implement national strategies to reduce this injury harm.



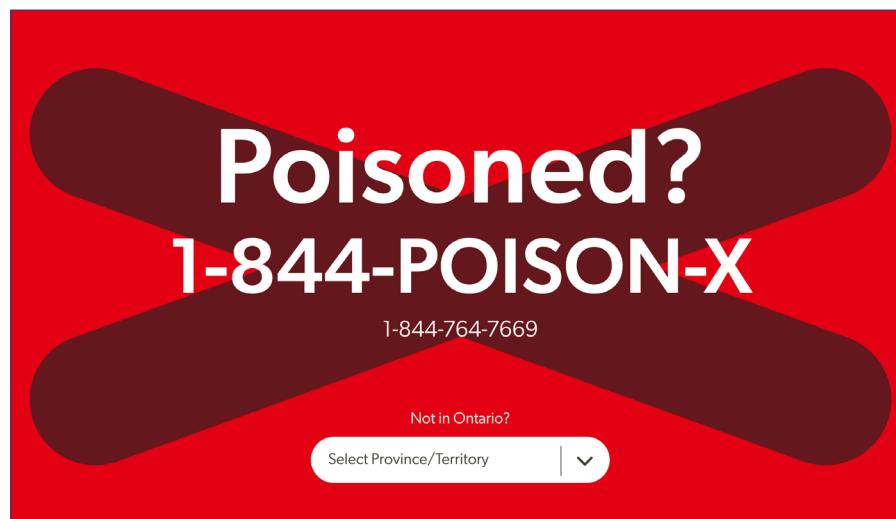
NEW

Launch of 1-844-POISON X

While previously there were nine different phone numbers used to access the five poison centres in Canada, many Canadians don't know the phone number for their local poison centre or even that the service is available – one recent survey discovered only 18 per cent of Canadians knew how to contact a poison centre. For this reason, after over a decade of work, in March 2023 Health Canada launched a new toll-free number, **1-844 POISON-X**, or 1-844-764-7669, in collaboration with four Canadian poison centres, to make it easier for people in Canada to access critical medical advice for poisonings. The number covers all of Canada except the province of Quebec and the territory of Nunavut.

We encourage everyone to save this number in their phones, and to include it in their action plans in the event of a poisoning. Parachute played a crucial supporting role in the development of the toll-free number and its accompanying website, infopoison.ca.

As our President and CEO **Pamela Fuselli** wrote: “There are not many days that stand out when injury prevention racks up a monumental success. March 20, 2023 was one of those days, when Health Canada announced 1-844-POISON-X. A toll-free number may not seem all that impressive to you but, for those many people who have worked for more than a decade to get this in place, it is a day to celebrate.”



National Poison Prevention Week

Running from March 19 to 25 in 2023, this awareness week focused on #RethinkPoisons: drawing awareness to items in our homes and lives that we might not necessarily recognize as potential poisons, from cleaning products to mouthwash. Parachute distributed poison prevention materials, including magnets imprinted with the new toll-free poison centre line, to partners across Canada to share with their communities.



NEW

Help is a call away: Storytelling video project and promotion

Launched and promoted during Poison Prevention Week, these videos are the result of a collaboration between Parachute and three of Canada's poison centres. The video series profiles the experiences of both parents who have been helped by poison centre experts, and experts who work at the centres, with participants from Prince Edward Island, Quebec, Ontario, Saskatchewan and Alberta. We produced 11 videos of varying lengths, including four in French, and promoted them on You Tube and Facebook to raise awareness about what poison centres offer to the Canadian public and driving people to infopoison.ca for more information.



Education and webinars

Parachute led three webinars over 2023, with 478 participants and another 400 video views on YouTube, bringing together experts from across the country to share information about unintentional adult drug poisonings, carbon monoxide poisonings, and unintentional child poisonings from analgesics (pain medications).



Parachute presents a free webinar:

Trends in Canada's drug supply, polysubstance use and unintentional drug poisonings

Thursday, January 26, 2023 — noon to 1 p.m. ET

Unintentional drug poisonings remain one of Canada's most devastating public health issues. Experts from the Canadian Centre for Substance Use and Addiction (CCSA) will provide an overview of trends in polysubstance use and harms related to harms to people who use drugs and practices that will be highlighted.

Panelists

Emily Biggar
Research and Policy Analyst

Chealsea
Knowledge



Parachute presents a free webinar:

Trends and responses to unintentional pediatric analgesic poisonings

Tuesday, March 14, 2023 — noon to 1:15 p.m. ET

Medications are the leading cause of poisoning in Canada. Medications that relieve pain, known as analgesics, are the No. 1 substance Canada's poison centres receive calls about. Hosted by Patti Stark from the Injury Prevention Centre, this webinar will provide an overview of trends among children. We will cover key messages and opportunities for collaboration and action.


Panelists

Jacqueline Burke
Certified Specialist in Poison Information
Ontario Poison Centre (OPC)

Audrée Elliot
Pharmacist
Centre anti-poison
Québec (CAPO)



Sign up at: parachute.ca/webinar



Parachute presents a free webinar:

Carbon monoxide poisoning: Trends and responses in Canada

Wednesday, November 29, 2023 — noon to 1:15 p.m. ET

Carbon monoxide (CO), often called "the silent killer", is a leading cause of unintentional poisoning deaths in Canada and North America. Hosted by Stephanie Cowie from Parachute, this webinar will explore CO poisoning trends and responses from multiple perspectives, including poison centre responses to emergency weather events, a case study examining CO health literacy among homeowners and gaps relating to CO legislation in Canada.


Presenters

Christina Amaral
Policy Analyst
Public Health Agency of Canada

John Gignac
Executive Director
Hawkins-Gignac Foundation

MaryAnne Carew
Certified Specialist in Poison Information
Atlantic Canada Poison Centre

Samantha Hoffmann
Deputy Chief of Community Safety
Caledon Fire and Emergency Services Team



Sign up at: parachute.ca/webinar

Conferences and presentations

Parachute's Director of Knowledge Translation, **Stephanie Cowle** (at right), along with President and CEO **Pamela Fuselli**, attended the North American Congress of Clinical Toxicology held in Montreal and had two poster presentations, highlighting the launch of 1-844-POISONX and the storytelling video project, Help is a call away.



Media appearances

The launch of 1-844-POISONX drew the attention of media across Canada, including all national broadcasters and major print publications.



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Canada launches new toll-free 1-844 POISON-X number for poison centres

From: [Health Canada](#)

News release

HEALTH

Health Canada launches new toll-free number for poison centres



A sign is displayed in front of Health Canada's headquarters in Ottawa. (The Canadian Press/Sean Kilpatrick)



Hayatullah Amanat
Web Journalist - CTV News
Saskatoon
[Follow](#) [Contact](#)

Published March 20, 2023
9:41 p.m. EDT

Health Canada has launched a new toll-free number, 1-844-POISON-X, or 1-844-764-7669, to help people across the country access critical medical advice related to poisonings more easily.

The agency made the announcement in a news release Monday marking National Poison Prevention Week. Health Canada says over 1,500 people die annually due to unintentional poisoning from medication, cleaners, cannabis products and other household items.

Fall prevention

Falls are the leading cause of hospitalization in every age group for unintentional injury-related hospitalizations in Canada and four out of five injury hospitalizations involving older adults are because of a fall. Falls are also an incredible drain on the health care system, accounting for a third of the cost of injury in Canada, more than \$10 billion annually. However, most falls are predictable and preventable. Parachute's Fall Prevention Program, with support from the **Ontario Ministry of Health**, contributes to building practitioners and clinicians' capacity to individually identify and access evidence-based fall prevention programs, tools, and policies that inform their professional and organizational practice and program implementation in preventing falls across all ages, with a focus on children and older adults.



LOOP and LOOP Jr. communities of practice

The Fall Prevention Communities of Practice bring together practitioners, caregivers, researchers, and policy planners committed to support and learn from one another and to develop new knowledge to advance the field of fall prevention and their individual practice. The LOOP program runs on an Oct. 1 to Sept. 30 reporting cycle so this information reflects that time frame in 2022-23.

As of Oct. 1, 2023, there were 2,649 active LOOP member, a 42-per-cent increase compared with the previous year, and 476 active LOOP Jr. members, a 14-per-cent increase. One of the most popular resources for the LOOP communities are educational webinars. Nine webinars organized by Parachute staff in this year drew, on average, nearly 300 participants each, covering topics ranging from reducing the risk of falls by removing environmental hazards to non-pharmacological approaches to chronic pain management.



Non-pharmacological approaches to chronic pain management

Jana McNulty, RPh, Academic Detailer
Centre for Effective Practice

Andrea Martin, Program Facilitator
South West Self Management Program, Ontario Health West

Fall Prevention Month

Fall Prevention Month is observed across Canada each November to raise awareness about the prevalence of fall-related injuries and deaths, and what everyone can do to prevent these.

Parachute led the creation of new resources for fall prevention practitioners across Canada to use in their public-awareness work, including a series of “Move, Improve, Remove” posters to use in waiting rooms and healthcare offices, an infographic summarizing data from a new report on child falls from the Public Health Agency of Canada, and a customizable Staying



Independent Checklist, a self-screening tool for older adults to determine if they are at risk for falling.

As well, Parachute led a social media campaign for #MoveImproveRemove to promote these key messages for fall prevention: move (be active to maintain strength and balance); improve (your health and mitigate fall risks, such as poor nutrition and vision); and remove (hazards in your environment.)

For more information, read the [Fall Prevention Month annual report for 2023](#).

Steps to Prevent a Fall

MOVE IMPROVE REMOVE

Most Falls are Preventable
Follow these steps to help prevent slips, trips and falls so you can keep enjoying the fun things in life.

- 1. MOVE your body**
 - Build your balance, strength and flexibility with regular physical activity
 - Enhance your stability and co-ordination with activities such as walking, swimming or Tai Chi
 - Increase the intensity of your physical activity over time to build stronger muscles
- 2. IMPROVE your health**
 - Review medications regularly with your healthcare provider or pharmacist and discuss any side effects, such as feeling dizzy or sleepy
 - Keep up your social activities
 - Routinely clean your teeth and gums so you can eat a nutritious diet
 - Check your eyesight and hearing regularly
- 3. REMOVE hazards**
 - Keep your floors clutter free
 - Install grab bars in the bathroom
 - Use handrails and turn on lights on all staircases
 - Wear well-fitting and supportive footwear inside and outside

For more fall prevention information and resources, visit [parachute.ca/fallprevention](#)

Staying Independent

Falls are the main reason why older people lose their independence.

Are you at risk? Check each statement that is true for you.

Check your risk of falling	Actions to staying independent
<input type="checkbox"/> (2) I have fallen in the last 6 months	Learn more on how to reduce your fall risk, as people who have fallen are more likely to fall again. Talk with a physiotherapist about the most appropriate walking aid for your needs.
<input type="checkbox"/> (2) I use or have been advised to use a cane or walker to get around safely.	Talk with a physiotherapist about the most appropriate walking aid for your needs.
<input type="checkbox"/> (1) Sometimes, I feel unsteady when I am walking.	Exercise to build up your strength and improve your balance, as this is shown to reduce the risk for falls.
<input type="checkbox"/> (1) I steady myself by holding onto furniture when walking at home.	Incorporate daily balance exercises and reduce home hazards that might cause a trip or slip.
<input type="checkbox"/> (1) I am worried about falling.	Knowing how to prevent a fall can reduce fear and promote active living.
<input type="checkbox"/> (1) I need to push with my hands to stand up from a chair.	Strengthening your muscles can reduce your risk of falling and being injured.
<input type="checkbox"/> (1) I have some trouble stepping up onto a curb.	Daily exercise can help improve your strength and balance.
<input type="checkbox"/> (1) I often have to rush to the toilet.	Talk with your primary healthcare professional or incontinence specialist about solutions to decrease the need to rush to the toilet.
<input type="checkbox"/> (1) I have lost some feeling in my feet.	Talk with your primary healthcare professional or podiatrist, as numbness in the feet can cause stumbles and falls.
<input type="checkbox"/> (1) I take medicine that sometimes makes me feel light-headed or more tired than usual.	Talk with your primary healthcare professional or pharmacist about medication side effects that may increase the risk of falls.
<input type="checkbox"/> (1) I take medicine to help me sleep or improve my mood.	Talk with your primary healthcare professional or pharmacist about safer alternatives for a good night's sleep.
<input type="checkbox"/> (1) I often feel sad or depressed.	Talk with your primary healthcare professional about symptoms of depression and help with finding positive solutions.
TOTAL	Add up the number of points in parentheses beside each checkbox you checked. If you scored 4 points or more, you may be at risk for falling. Discuss this brochure with your primary healthcare professional to find ways to reduce your risk.

For more information, please visit:

- Parachute: <https://parachute.ca/seniorsfalls>
- OPTIONAL: If your organization has a fall prevention landing page, include it here, or delete]

OPTIONAL: Replace with organization logo (or delete)

NEW

Child falls collection

As part of a reorganization of fall prevention resources that had been housed on the Fall Prevention Month website, Parachute created a [new professional resources collection focusing on child falls](#), and revised its previous Seniors falls collection, now called the [Adult Falls Collection](#).

Adult falls collection

Find resources here on advocacy, public policy, programs and initiatives, data and research, training and guidelines, as well as fall prevention tools for seniors to use and access to professional networks.



Parachute

Injury Topics Programs Professional Resources Donate Menu

Professional Resources > Child falls collection

Child falls collection

This page was last reviewed on June 26, 2023

Twitter Facebook LinkedIn

COLLECTION AT A GLANCE:		
20	External links: 6	Guide: 1
	Online course: 1	Presentation: 1
	Infographics/posters: 4	Reports: 6
Total Resources	Tool: 1	Video: 1
	Webinars: 1	

This collection provides professionals engaged in preventing childhood falls a first-stop site for current and key resources. By gathering these resources in one place, we can all stay up to date on the latest evidence and learn about best practices and how to implement them to support children's safety and well-being.

Practitioner resources

Statistics and Infographics

5,861 hospitalizations

297,889 emergency department visits

1,636 disabilities

Training and communities of practice

PROFESSIONAL RESOURCES

Cost of Injury in Canada >

INJURY TOPICS

Falls in children >

Unstructured outdoor play and risky play >

TOP

Conferences and presentations

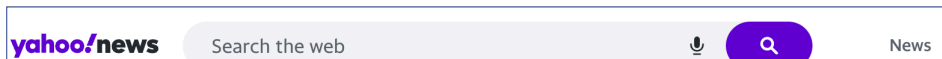


Parachute's fall prevention team (**Michelle Dueckman**, left, and **Hélène Gagné**, right) presented on our 2022-23 Community Conversations online forum series, "For Seniors By Seniors", as well as fall risk screening and assessment, at the **Canadian Association of Gerontology** Scientific and Educational Meeting in Toronto.



Marguerite Thomas, a consultant with Parachute's fall prevention program, at left, presented on safe winter walking at the International Slips, Trips and Falls conference held in Toronto. At right: **Hélène Gagné**, Director, Fall Prevention Programs.

Media appearances



How can the elderly prevent falling?



There are steps seniors and caregivers can take to prevent falling and injury. (Getty)

According to [Parachute](#), a fall can have "a devastating and lasting impact on a person," as it can lead to a reduced quality of life — even without injury. "A fall can cause an older adult to lose confidence and reduce their activities," the [research agency explained](#).



Hospitals would be less crowded with more focus on fall prevention

▶ Play Episode

4:13

◀ Share Episode

When it comes to getting older and our health, we typically worry about things like heart failure, stroke or cancer. These are all things we, of course, want to avoid. But those who work in injury prevention say more attention should be focused on the leading cause of hospitalization for seniors - which is accidental falls. November is "fall prevention month". A perfect time for CBC's Blair Sanderson to take a closer look at what's tripping people up, and what can be done to reduce falling accidents.

Aired: Nov. 29, 2023

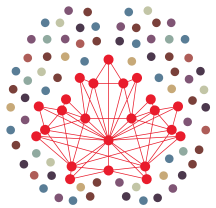
Concussion recognition and management

Parachute is a leader in concussion in Canada and has been at the forefront of convening national dialogue and action to improve our response to concussion which, if left unrecognized and untreated, can cause more-serious long-term injury. In 2023, the **British Journal of Sports Medicine** published the new recommendations for concussion in sport that came from the **6th International Conference on Concussion in Sport**, held in Amsterdam in October 2022. Late in 2023, the **Public Health Agency of Canada announced its supporting Parachute to update the Canadian Guideline on Concussion in Sport**, first published by Parachute in 2017, and a suite of key concussion resources used by health professionals, sports organizations, athletes and parents of young athletes. Parachute's **Stephanie Cowle** worked with National Sport Organizations like Waterski and Wakeboard Canada, Taekwondo Canada, and Skate Canada to update their protocols and policies.



Canadian Concussion Network

Parachute's President and CEO **Pamela Fuselli** serves on the executive committee of the Canadian Concussion Network (CCN), founded in 2020 to establish and guide a co-ordinated national research and knowledge translation agenda that will have significant public health impact in reducing the risk of concussions and their consequences. She co-chairs its committee for integrated knowledge translation and stakeholder engagement. **Stephanie Cowle** (pictured at right), Director, Knowledge Translation, also sits on the executive committee and is the CCN's network co-ordinator for knowledge translation.



Canadian
Concussion
Network

Réseau
Canadien des
Commotions



Conferences and presentations









Parachute's staff presents frequently in Canada and internationally on our concussion work, both in response to sports concussion and concussions that occur outside of sports activities, following falls, motor vehicle crashes, and other blows to the body or head.

The UK Concussion Prevention Network invited President and CEO **Pamela Fuselli** to present at their inaugural conference in March 2023 in Bath, England. Pamela also moderated a panel on the topic Are We Paying Enough Attention to Concussions in Older Adults? at the CNN annual meeting held in Calgary.

Stephanie Cowle, as the lead for Parachute's concussion activities, shared her knowledge with many audiences in 2023, including a webinar on "Common causes of concussion and how to prevent them" for the University Hospitals Network (UHN), a presentation on return to school following concussion for PHE Canada's Healthy Schools National Forum, and with the University of Calgary's Integrated Concussion Research Program.



Leading causes of concussion

	ED visits	Hospitalizations			
	Sport and recreation	Falls			
			Sport and recreation		
				Transport	
					Assault
					

Source: Public Health Agency of Canada, 2020.
Data source: Hospitalizations: HMDB/DAD, 2006/07-2017/18; ED visits: NACRS, 2002/03-2017/18

Media appearances



Government of Canada / Gouvernement du Canada

Search Canada.ca

MENU

Canada.ca > Public Health Agency of Canada

Government of Canada Invests in Updating the Canadian Guideline on Concussion in Sport and other key concussions resources

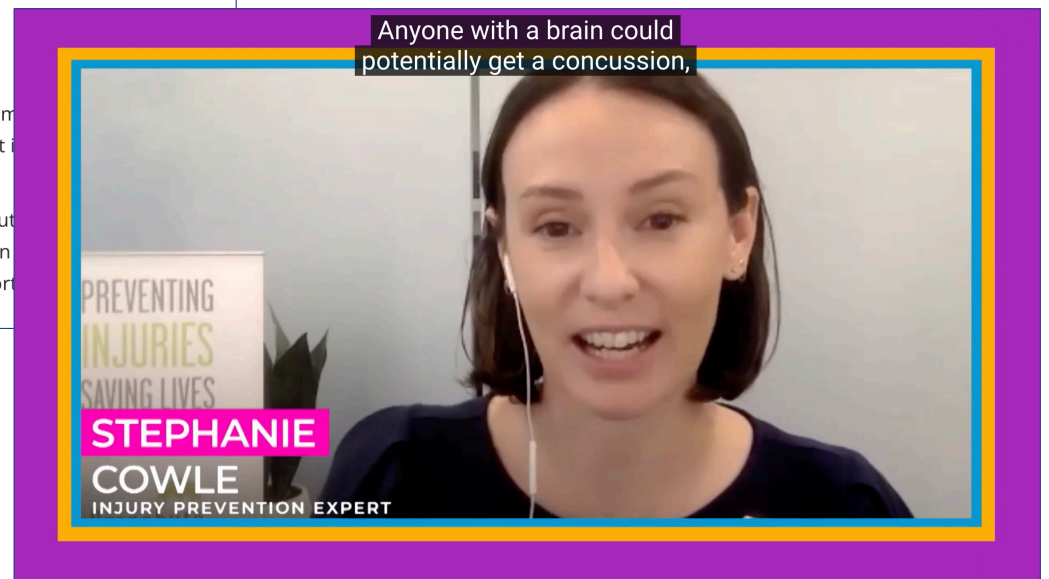
From: [Public Health Agency of Canada](#)

News release

Dec. 5, 2023 | Ottawa, ON | Public Health Agency of Canada

Too many children and youth experience concussions during sports and recreation activities, some with serious outcomes. To address this important public health issue, the Government is continuing to invest in research, prevention, detection and management.

Today, the Honourable Mark Holland, Minister of Health, announced almost \$250,000 to Parachute Canada for Concussion Prevention (Parachute). This funding supports updates to the Canadian Guideline on Concussion in Sport and other key concussion resources. These updates will consider new recommendations for concussion in sport from the *British Journal of Sports Medicine*.



Appearance on CBC Kids feature on concussion in sport.

Child safety

Children live in a world built for adults. As a result, they can be exposed to hazards that cause serious injury and even death. Parachute's work in child safety focuses on raising awareness and educating parents and caregivers on what to pay attention to and the best ways to keep their children safe. We support programs in schools and communities to share evidence-based information on how and where children are injured, and what are the best strategies to allay prevalent or severe risks of injury.

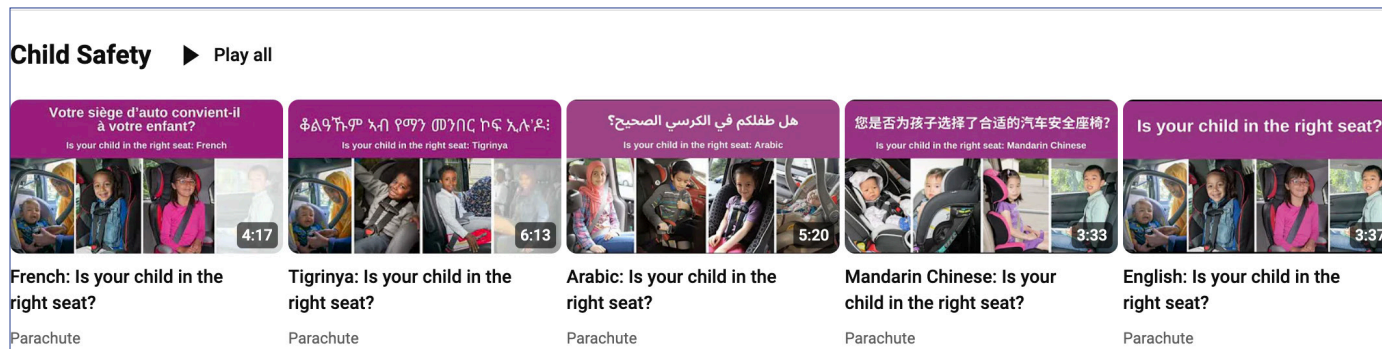


Safe Kids Week

This annual awareness campaign brings attention to predictable and preventable injuries in children. In 2023, we collaborated with our partners at **Child Safety Link**, based in Halifax, N.S., and the **Child Passenger Safety Association of Canada** to mount educational outreach around the proper use of car seats – whether rear-facing, forward-facing or booster – under the theme **#KidsInTheRightSeat**. Child Safety Link provided new fact sheets and video resources in multiple languages on car seats, updated by Parachute for a national audience,

that were shared widely on social media. With no paid promotion, posts about these resources gained 4.3 million social media impressions.

The three organizations also worked together to advocate for improved child passenger safety legislation across Canada, communicating with provincial ministries and providing an analysis of where current laws in those jurisdictions meet, or fall short of, current best practices to keep children safe as vehicle passengers.



Popping the Bubble Wrap

Parachute wrapped the first season of its inaugural podcast, Popping the Bubble Wrap, created with the “household safety officer” in mind – the person who worries about the safety of family members, particularly young children. We wrapped the season with 11 episodes published in 2023 between January and June that covered injury topics such as concussion, poisoning, ATV riding and water safety. Parachute’s President and CEO **Pamela Fuselli** spoke with parents and guest experts who shared their stories and safety tips.



Elementary Road Safety

This multi-year program sponsored by **Aviva** wrapped in 2023, with 11 schools from Nova Scotia, New Brunswick, Ontario and Saskatchewan completing the full program that provided Parachute staff support and a \$10,000 grant each to research and implement road safety measures in their communities over a two-to-three-year period.

From April 2019 to June 2023, we facilitated 121 ERS Leadership team meetings, both in-person and virtual. Overall, schools implemented 75 built environment changes and 71 active travel events. Parachute supported schools in these events by providing awards (e.g., gift cards), tool kits of safe active travel resources such as safety vests, sunglasses and bookmarks, multilingual banners to display in schools and tip sheets.

Five schools saw a decrease in the percentage of students being driven to school and six schools saw an increase in the percentage of students using active travel to school between baseline and post-intervention data collection.



Media appearances

CHILDREN'S HEALTH & WELLNESS

Forget the bubble wrap when it comes to kids' playtime




Photo by David Hou



Pamel
Presiden

RADIO-CANADA MENU

RADIO-CANADA
Ohdio

À la une Radios Balados Rechercher Mon OHdio

06 h 43

Le port du gilet de sauvetage bientôt obligatoire pour les enfants en bate

16 min



Port du gilet de sauve
pour les enfants en ba

La députée provinciale G
rendre le port du gilet de
les enfants en Ontario, ce ...

Proposal to ban sledding at all but 2 Oshawa parks draws criticism

Report set to go to city council at end of January

[Jordan Omstead](#) · The Canadian Press · Posted: Jan 19, 2023 10:24 AM EST | Last Updated: January 19, 2023



A report slated to go before Oshawa city council on Jan. 30 says an insurance review of 10 city-owned hills known to be used for sledding found a number of issues that must be addressed to mitigate risks. (Jonathan Hayward/The Canadian Press)

Our reach

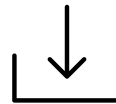


718,500,000
media impressions

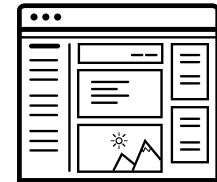
(news releases, news articles, broadcast appearances, donated billboards)



598,000
page views
of Parachute.ca



49,000
downloads
of online resources



131,000
page views
of FallPreventionMonth.ca

National Injury Prevention Day

On July 5, 2023, Parachute celebrated its seventh annual National Injury Prevention Day (NIPD), a campaign initiated to spread of the detrimental effects preventable injuries. Each year, this day and subsequent events continue to grow in both popularity and recognition. In 2023, the event received immense support throughout Canada through the Hospital Challenge, the “Light Up Canada” event, proclamations and social media participation.

- **101 landmarks** across Canada lit up “safety green”, Parachute’s signature colour, as a show of support for injury prevention awareness
- **20 proclamations:** 11 cities officially proclaimed July 5, 2023, as National Injury Prevention Day, as well as Yukon Territory and the provinces of Newfoundland and Labrador, Nova Scotia, Prince Edward Island, New Brunswick, Manitoba, Saskatchewan, Alberta and British Columbia
- **4.3 million social media impressions** from two hashtags (#ParachuteNIPD & #TurnSafetyOn)
- **10.9 million impressions** from media mentions and articles

- More than **350 organizations participated** on social media throughout July 5 and the days surrounding it, creating either their own posts or sharing information from Parachute’s existing material.



Our expert advisory committee

Dr. Kathy Belton, MEd, PhD (Chair)

Associate Director, Injury Prevention Centre (Alberta)
Co-Chair, Canadian Collaborating Centres for Injury Prevention

Pamela Fuselli, BSc, BHA, MSc (ex-officio)

President and CEO, Parachute

Stephanie Cowle, BA (ex-officio)

Director, Knowledge Translation, 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 Reproduction, mother and youth health
axis Population health and optimal health practices axis

Dr. Liraz Fridman, PhD

Transport Safety Specialist, City of Guelph

Bev Littlechilds

Regional Injury Prevention Coordinator, Keweenaw Tribal
Council

Dr. Richard Louis, MD, MHM

Injury Prevention Specialist, NB Trauma Program

Morag Mackay, BScN, MSc

Director, Research, Safe Kids Worldwide

Megan Oakey, BA, MSc

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

Dr. Jennifer O'Neil, PT, PhD

Assistant professor, School of Rehabilitation Sciences, University of
Ottawa

Affiliate Investigator, Bruyère Research Institute

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

Dr. Kirstin Weerdenburg, MD, FRCPC

Associate Professor, Emergency Medicine & Pediatrics, Dalhousie
University, Halifax, Nova Scotia

Trauma Team Leader, IWK Health, Halifax, Nova Scotia

Consultant Pediatrician, Newcomer Health Clinic, Dalhousie
University, Halifax, Nova Scotia

Director of Pediatric Emergency Ultrasound, Research and Quality
Assurance & Staff Physician, Emergency Medicine, IWK Health,
Halifax, Nova Scotia

Dr. Michael Schwandt, MD, MPH, FRCPC

Medical Health Officer, Vancouver Coastal Health

Assistant Clinical Professor, Faculty of Medicine, University of British
Columbia

Our supporters

\$250,000+



Health
Canada

Santé
Canada



Desjardins
Insurance

Ontario 
Ministry of Health

\$100,00 to \$249,999



Transport
Canada

Transports
Canada

\$50,000 to \$99,999



UNIVERSITY OF
CALGARY



Public Health
Agency of Canada

Agence de la santé
publique du Canada

\$25,000 to \$49,999

Ontario
Trillium Foundation



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

Scotiabank.

Ontario 
Ministry of Transportation

OSLER



\$10,000 to \$24,999

Barbara Turnbull Foundation

Canadian Institutes of Health Research

Skate Canada

Our financials

STATEMENT OF FINANCIAL POSITION As at December 31, 2023

ASSETS	
Cash	1,081,168
Accounts receivable	88,819
Prepaid expense	24,607
	<hr/>
	1,194,594
Property and equipment	1,535
	<hr/>
	1,196,129
LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and other	90,816
Deferred contributions	134,683
Loan payable	20,000
	<hr/>
	245,499
Net assets	950,630
	<hr/>
	1,196,129

STATEMENT OF OPERATIONS For the year ended December 31, 2023

REVENUE	
Grants	691,501
Sponsorships	727,059
Program fees	1,086,788
Contributions	85,487
Other revenue	55,309
	<hr/>
	2,646,144
EXPENDITURES	
Personnel costs	1,920,419
Costs of services and materials	966,621
Rent and office administration	169,706
Travel and conferences	52,008
Information technology	53,298
Marketing	21,484
Amortization	5,268
	<hr/>
	3,188,804
Excess of revenue over expenditures for the year	-542,660

Our team



Pamela Fuselli
President and CEO



Margarita Boichuk
Specialist
Digital and Social Media



Stephanie Cowle
Director
Knowledge Translation



Anne Duret
Communications Specialist



Michelle Dueckman
Co-ordinator
Knowledge Translation
and Programs



H el ene Gagn e
Director
Fall Prevention Program



Michael Gemar
Manager
Technology and Creative
Services



Harvey Glower
Vice President
Finance and Operations



Sarah Macdonald
Co-ordinator
Knowledge Translation and
Programs



Brad Offman
Chief Corporate Relations
Officer



Adam Segal
Director
Development



Priynka Patil
Co-ordinator
Knowledge Translation and
Programs



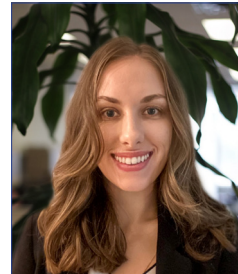
Valerie Smith
Director
Programs



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



**Umayanga
Yogalingam**
Manager
Knowledge Translation and
Programs



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