

Annual Report 2024



Alberta tenant calls for building code changes after carbon monoxide scare

Some provinces require CO alarms in all residences, but not Alberta

Madeleine Cummings · CBC News · Posted: Mar 18, 2024 6:00 AM EDT | Last Updated: March 18, 2024



2024 Board of Directors

Sylvio Deluca

Peter Dyakowski [to June 2024]

Pamela Fuselli (ex officio)

Lirim Hajrullahu [June 2024]

Nev Kent

André Laperrière

Iza Parker

Eileen Patterson [June 2024]

Dr. Ian Pike

Bill Pratt [June 2024]

Zoe Robinson

Christina Rodrigues [June 2024]

Dr. Shahab Shahnazari

Brian Thom (Chair)

Alan Wainer [to June 2024]



Message from

Brian Thom, Board Chair

Being part of Parachute and supporting the important work to prevent injuries and save lives is an honour. The mission of this organization touches every person in Canada at some point. Whether that's leading initiatives that change the way road safety is undertaken, convening tables of multi-sectoral partners for discussions that impact policy, education and programming, or producing essential national reports that inform and influence research, practice and policy. Individuals may not readily see the work of Parachute in their lives, but it makes an important impact on Canadians' health and safety.

I am continually impressed with the professional, evidence-informed approach that the Parachute team takes and how with a small but mighty team they punch above their weight to deliver high quality information, resources, programs and collaborations.

All of this work, and much more, would not be possible without the investment of our funding partners from corporations – Desjardins Insurance, Honda Canada Foundation, Amazon, Kenvue – and government agencies such as the Public Health Agency of Canada, Health Canada, Transport Canada and the Canadian Institutes of Health Research, who join in our efforts toward a Canada free of fatal and serious injuries.

The Parachute Board of Directors is a dynamic and engaged group of professionals from across the country. In 2024 we welcomed four new board directors to broaden and enrich our perspectives and experiences that will allow us to better guide and support Parachute's work. And we said goodbye to two directors – Peter Dyakowski and Alan Wainer. My thanks for all they contributed.



Message from

Pamela Fuselli, President and CEO

This year launched the first year of our five year Strategic Plan, Canada's Convenor for Injury Prevention, 2024-28. The team and I focused on the four priority areas identified in that plan: road and transportation safety, poison prevention, fall prevention and concussion.

The word "convenor" really resonates with me when I think of the work we do. We bring together people from jurisdictions across Canada to focus on the top causes of injuries, and what we can do collectively to reduce serious injuries and deaths from injuries.

For instance, Parachute supports the Canadian Concussion Network in its research mandate and the Canadian Surveillance System for Poison Information, which brings together Canada's five poison centres and other poison experts to create and implement a pan-Canadian approach to poison information and prevention. In 2024, we hosted key national summits related to fall prevention and concussion recognition and management, bringing together people who had never sat at the same table before.

We are involved in provincial, national and international coalitions and groups working in road safety: one of our

staff is vice-chair of Ontario Vision Zero Alliance; another is President of the Canadian Association of Road Safety Professionals, with whom we ran a successful road safety conference in Ottawa June 16 to 19. We are actively involved with the Global Alliance of NGOs for Road Safety.

We faced many challenges and changes this year. Due to some unexpected funding losses, we had to realign staffing and make difficult decisions about what we could, and could not, undertake in 2024. We made the decision to give up our physical office in October 2024 and now maintain only a small space where we have access to work space and to store our physical assets. Our team works remotely from home locations across Ontario, coming together once a month in Toronto for meetings and time to renew our connections.

I'm extremely proud of the Parachute team members for their resilience, nimbleness and commitment to the organization and the cause of preventable injuries under stressful conditions and restrictions that are part of being a charity. As always, the team delivered the highest quality programs and resources, convened and connected with partners provincially, territorially, nationally and globally.

Road safety

Youth Road Safety



As part of our leadership of Vision Zero in Canada, Parachute re-envisioned the successful and long-running National Teen Driver Safety Week (NTDSW) to create Canadian Youth Road Safety Week (CYRSW) as part of a now year-round Canadian Youth Road Safety Program, thanks to ongoing support from **Desjardins Insurance** and new support from the **Honda Canada Foundation**.

This change recognizes that road safety includes young people who not only drive, but also walk, cycle, skate and use public transit to travel. We collaborated with Parachute's Canadian Youth Road Safety Council, 10 youth selected from across Canada, to empower young people to take part in road safety initiatives and encourage our communities to support their safety.



The new approach expands the age range from “teens” (13 to 19) to “youth” and “young people” (15 to 24), as road crashes are the third-leading cause of death among people in Canada aged 15 to 24 years old; this age demographic has the highest rate of involvement in fatal collisions per 100,000 licensed drivers.



As part of these changes, Parachute also evolved our Youth Road Safety Grant Program into the Youth Ambassador Program. Through this ambassadorship, we supported 18 youth individuals or groups in 2024 to take a lead on road safety by funding local, engaging, youth-initiated, youth-led projects that educate their peers and communities on important road safety issues, or advocate for proven safety measures to be added in their communities. **SGI** recruited and funded four ambassadors from Saskatchewan.

Snap for Change

A new initiative introduced under the expanded Youth Road Safety Program, Snap for Change invites people in Canada to share their ideas for improving road safety in their community to receive a \$100 gift card. They snap a photo (or video) of a road safety issue and explain how they'd like to see it fixed. We also ask they take action: Reach out via email or a letter with their suggestions to a local community influencer – local police department, municipal councillor, media outlets or school administration. Launched in late 2024, the program will continue throughout 2025 and 2026.



Absent bike lane and pedestrian crossing in Saint John, NB



Poor cyclist and pedestrian safety in Calgary, AB

Canadian Youth Road Safety Week



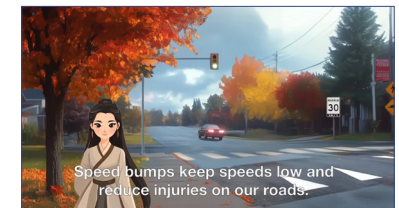
Held from Oct. 20 to 26, 2024, **Asma Chohan**, Co-ordinator, Knowledge Translation and Programs, led this reimagining of National Teen Driver Safety Week that included promotion of the Youth Ambassador Program and launch of Snap for Change, a panel discussion held at **Toronto Metropolitan University** and a national bilingual social media campaign on the theme #OurFutureRoads. A news release announcing our expanded youth road safety programs had more than 200 million impressions on national and international distribution.



“Safe Roads Are Not a Fairy Tale”

This bilingual campaign, developed with guidance from the Canadian Youth Road Safety Council and created by a recent animation program graduate, features both illustrations and four videos in each language where characters wish that movement on our roads could be safer and more sustainable: in each video, they magically get their wish. This tapped into a recent trend on social platforms to riff on fairy tale stories. However, the promos end with the punchline: Safe roads are not a fairy tale. Find out how at parachute.ca.

A promoted social campaign to youth 18 to 24 earned 3 million impressions, with another more than 3 million impressions coming from organic (unpaid) sharing of the videos on social media with the hashtags #CYRSW2024 and #TurnSafetyOn. We also shared the videos on digital boards at college and university campuses across Canada, thanks to support from **Honda Canada Foundation** and the **Ministry of Transportation Ontario** – these video plays gathered another 5.4 million impressions, for a total of more than 11 million impressions for the campaign.

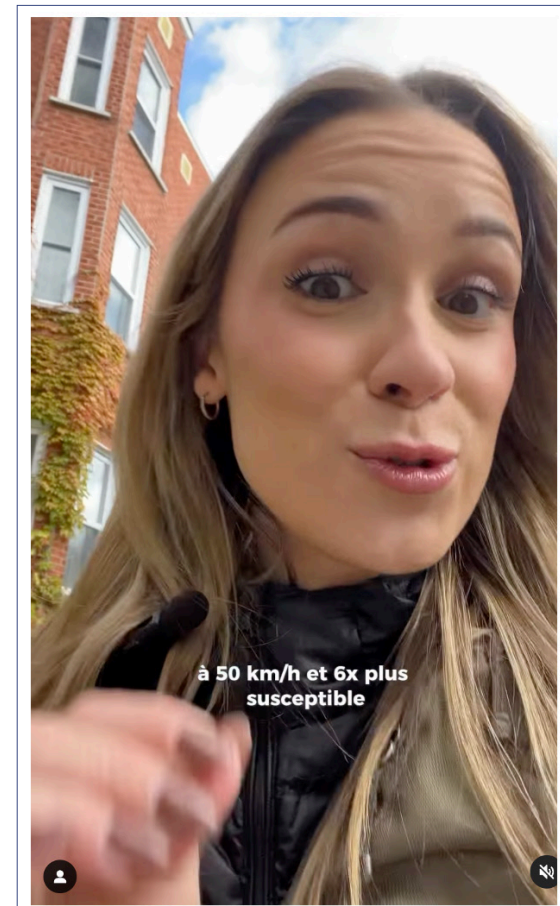


Influencer outreach

Matt Gupta, a Canadian influencer with 256,000 followers on Instagram and 4.1 million followers on TikTok, created a humorous video about road safety that encouraged people to submit to Snap for Change. It got close to 70,000 views from his youth followers.



Quebec influencer **Ariane Brewer** also created a unique video about road safety and Snap for Change that got more than 12,000 views.



Our Future Roads panel discussion

In collaboration with Desjardins, Parachute presented a free in-person panel discussion held over the lunch hour on Oct. 23 at the Student Learning Centre at Toronto Metropolitan University (TMU). More than 100 students attended to hear keynote speaker **Guy Cormier**, President & CEO of Desjardins Group, and panelists **Pamela Fuselli**, President and CEO of Parachute, **Valérie Lavoie**, Executive Vice President, Property & Casualty Insurance, Desjardins Group, and TMU professors **Dr. Linda Rothman** and **Dr. Raktim Mitra**. **Brandon Mahoney**, a member of the Canadian Youth Road Safety Council and a student at University of Toronto, moderated the panel.


Our Future Roads:



The Power of Youth in Creating Safe Mobility

Join us for an engaging, free panel discussion on road safety and youth mobility.

Wednesday, Oct. 23, 2024
11:45 a.m. to 1 p.m.

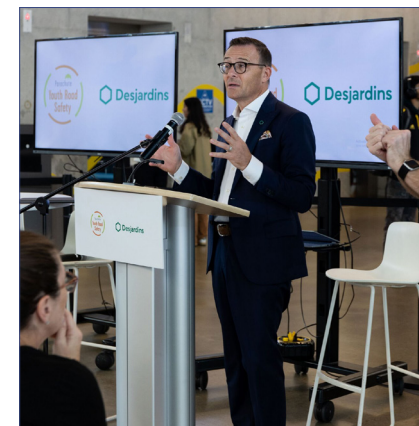
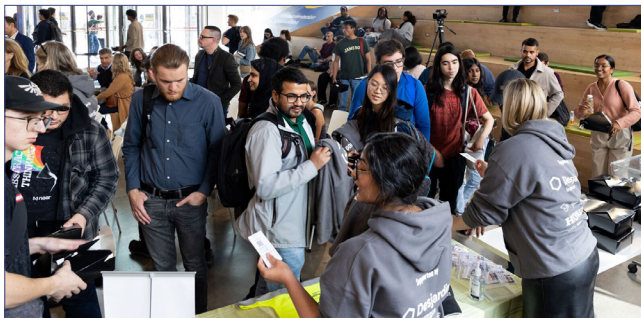
The Student Learning Centre (SLC)
Toronto Metropolitan University

In collaboration with:  **Desjardins**



Register below:

Complimentary lunch
will be provided to all registered attendees who will be entered into a raffle draw for some exciting prizes! Must be present to receive a prize.



Café Scientifique

Thanks to funding from the **Canadian Institutes for Health Research**, Parachute presented the For Young Drivers, By Young Drivers Café Scientifique, a virtual recorded event where participants learned from a panel of youth advocates about youth engagement in road safety, including why it's important, and strategies to implement youth partnership. That was followed by a "Road Safety Design Jam" session, not recorded, where selected participants between the ages of 15 to 24 years old, identifying as Indigenous, a newcomer to Canada and/or living in a rural or remote area, provided their thoughts and perspectives about what impacts their driving behaviour, how they can address road safety issues in their communities, and how they would like to receive road safety information.



Parachute presents a free online event
For Young Drivers, By Young Drivers
Café Scientifique
May 14, 2024, 4 p.m. to 5 p.m. ET on Zoom

A conversation about youth engagement in road safety in Canada

Featuring:

- **Aidan D'Souza**, Member, Parachute's Canadian Youth Road Safety Council
- **Keane Gigliotti**, Member, Parachute's Canadian Youth Road Safety Council
- **Anne Marie Hayes**, President, Teens Learn To Drive
- **Sylvia Larke**, Lead, Substance Abuse Education, Springboard Services

parachute.ca/foryoungdrivers Register now

Presented by  Supported by  Canadian Institutes of Health Research / Instituts de recherche en santé du Canada 



Canadian Institutes of Health Research
Instituts de recherche en santé du Canada


Youth Road Safety Design Jam
Tuesday, May 14, 2024
2:00 p.m. PT / 3:00 p.m. MT / 4:00 p.m. CT / 5:00 p.m. ET
/ 6:00 p.m. AT / 6:30 p.m. NT



Promoting the Vision Zero road safety movement, at home and internationally

Valerie Smith, Director of Road Safety Programs, presented at several events and conferences throughout the year, including for the Institute of Transportation Engineers (ITE), the Ontario Traffic Council, the Road Safety of Children and Adolescents conference in Columbia, and the Peterborough Cycling Summit.

Julie Taylor, Manager of Knowledge Translation and Programs, was elected the Vice-Chair of **Ontario Vision Zero Alliance**. She also worked closely with road safety partners **Équiterre** and **Piétons Québec** to organize a joint webinar, **Supersized Vehicles, Supersized Safety Risk**. This partnership also produced a blog post and two joint articles about Vision Zero and road safety issues that were published by **La Presse**, an influential online newspaper in Quebec.







Parachute Vision Zero, in partnership with Équiterre and Piétons Québec, presents a free webinar:
Supersized vehicles, supersized safety risk
 Thursday, June 27, 2024 — 1 p.m. to 2:15 p.m. ET

Large SUVs and pick-up trucks pose a safety threat to all road users. Collisions where a light truck is involved are both more likely to occur and to cause fatal or serious injury to a pedestrian or cyclist. Join panelists from Transport Canada, the Insurance Institute for Highway Safety (IIHS), Équiterre, Piétons Québec and the Coalition to Reduce Auto Size Hazards (CRASH) to learn more about the evidence and discuss how to mobilize and promote use of safer vehicles within Vision Zero.

Moderator
 Francis Garnier
 Public Affairs Manager
 Piétons Québec




Panelists
 Samuel Monfort
 Senior Statistician
 IIHS
 Dominique Charlebois
 Senior Project Manager
 Engineering
 Transport Canada
 Albert Koehl
 Development Leader and
 Coordinator of CRASH
 Anne-Catherine Pilon
 Sustainable Mobility Aways
 Équiterre

Presented by    Supported by  Sign up at parachute.ca/webinar

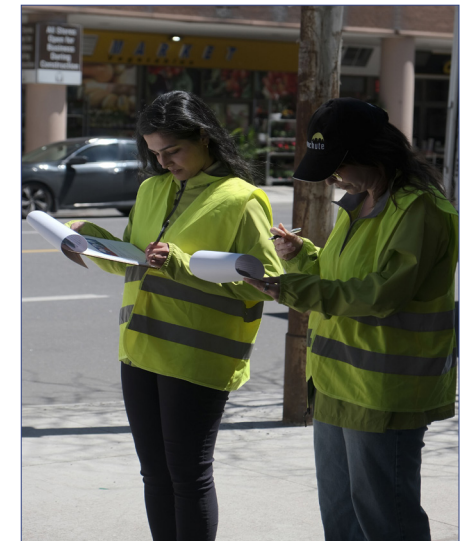
2024 CYCLING
SUMMIT AGENDA

APRIL 24, 7-9:30PM
 Showplace Performance Centre
 KEYNOTE: Ian Lockwood

APRIL 25, 9AM-5PM
 McDonnell St. Community Centre

9:00 AM	Registration & Breakfast	 IAN LOCKWOOD Toole Design
9:30 AM	Presentation: Dr. Sara Whitehead	 DR. SARA WHITEHEAD Vital Strategies
10:30 AM	Cycling & Walking Tours	
12:00PM	Lunch	
1:00 PM	Presentation: Valerie Smith	 VALERIE SMITH Parachute Canada
2:00 PM	Break & Design Charettes	
4:00 PM	Closing	

Parachute, as an engaged member of the **Global Alliance of NGOs for Road Safety**, led promotion of the international Mobility Snapshots campaign and created a mobility snapshot report for the intersection of Eglinton and Mount Pleasant in Toronto. We promoted the #CommitToAct social media campaign during Global Road Safety Week in May.



CARSP Conference, co-hosted by Parachute

For the second year, Parachute co-hosted and served on the organizing committee of this important national road safety conference, held June 16 to 19, 2024 in Ottawa. **Valerie Smith**, as President of CARSP, welcomed delegates, moderated a plenary panel and also presented on our new Walkshop program. **Kelley Teahen**, Parachute's Vice President of Communications and Marketing, presented on From Polling to Persuasion, an examination of how the Parachute team uses survey data to shape its Vision Zero road safety awareness campaigns.



As part of the conference, Parachute and CARSP, along with staff from the City of Ottawa, organized a Vision Zero Walkshop that took place on June 18, 2024, attended by 40 conference attendees. Presenters along the hour-long route that discussed road safety issues and recent Vision Zero initiatives in the Parliament downtown district of Ottawa were:

- **Ariel Troster**, Ottawa City Councillor
- **Emmett Proulx**, Project Manager, Cycling and Walking Programs, City of Ottawa
- **Kevin McHale**, Executive Director, Spark Street Business Improvement Area
- **Hans Moor**, Cycling advocate



Hugo Houle supports Vision Zero

Hugo Houle, a professional cyclist from Quebec, became Parachute's Vision Zero spokesperson for 2024 and generously volunteered his time. He filmed four videos, two in English and two in French. One tells the story of why Houle is committed to ending road safety deaths: His brother, when 18 years old, was cycling and was struck and killed by a driver. The other videos promote Parachute's role in leading Vision Zero efforts in Canada.

We launched a paid campaign to share the videos on Instagram, Facebook and YouTube in May and July of 2024, the latter during the Tour de France cycling race. The videos garnered 3.6 million impressions and more than 65,000 click-throughs driving viewers to the Parachute Vision Zero webpages in English and French: an unusually high level of engagement.



Canada's Favourite Crossing Guard Contest

This contest, run since 2005 and sponsored by **Desjardins Insurance** since 2022, celebrates crossing guards who go above and beyond the call of duty to keep children and school communities safe. The 2024 Canada's Favourite Crossing Guard Contest drew 346 nominations for 59 crossing guards across four provinces. The 2024 winners are:

- **Jean Marc Auclair**, École l'Arbrisseau, Québec City, Québec
- **Faye Eggleston**, Port Elgin Saugeen Central School, Port Elgin, Ontario
- **Clayton Ross**, St. Paul's Catholic School, Kingston, Ontario

Local ceremonies celebrated each guard, who won \$500 personally and \$500 for their school. Representatives from Parachute and Desjardins Insurance attended the ceremonies held in Kingston and Port Elgin.



MTO road safety leadership award for Desjardins Insurance

The **Ontario Ministry of Transportation (MTO)** recognized **Desjardins Insurance** for their road safety leadership. The company received the Road Safety Achievement Award in the Corporate Leadership category. Parachute nominated Desjardins, which has been a long-term sponsor and active partner in our road safety work.



Vehicle-for-Hire Driver Training



Our Vehicle-for-Hire Driver Training course, developed for the **City of Toronto** and launched in October 2022, surpassed 10,000 registrants in 2024. In 2024, we had 3,338 registrations and 3,153 graduates who successfully completed the five-module online program. Following the modules, there's a mandatory online, instructor-led live class session, which provides a summary content overview, opportunities for questions, and a 50-question online exam, through our partnership with the **Globe Driving Academy**, a Driver Education Course Provider approved by the **Ontario Ministry of Transportation**.

A screenshot of the Parachute website. The header features the Parachute logo on the left and a login section on the right with fields for "Username" and "Password", a "Forgot your username or password?" link, and a right arrow button. Below the header is a navigation bar with "Parachute Website" and "My VFH Certificate" links, and a search icon. The main content area is titled "Available courses" and displays two course cards. The first card, "Vehicle-for-Hire Training Program", includes a cityscape image and text stating that drivers in Toronto must complete this program before driving passengers. The second card, "Retake Exam (Vehicle-for-Hire Training Program)", includes an image of a person writing and text explaining it is for registrants requiring more exam retakes. Both cards have a green "Click to enter this course" button at the bottom.

Media

CITY BUDGET

Councillors look to cut crossing guard costs

Staff urged to find ways to rein in expenses without compromising 'quality and effectiveness'

MANDIS HABIBIA
CITY HALL BUREAU

Toronto councillors are looking to rein in expenses on the school crossing guard program, which has almost quadrupled in cost in the past seven years.

When the city took over the crossing guard program from Toronto police in 2007, it cost \$8.8 million to staff 601 locations. Today, it costs \$80 million a year to operate 882 locations that are contracted out by the city, according to a motion going to council this week.

Two councillors are asking city staff to re-examine the program to see if it can be run more efficiently.

Carol said she doesn't want to "presuppose" what's feasible. "I just want to take a good look at what models exist" in other municipalities, she said.

This could include contracting out to a not-for-profit, partnering with other agencies, re-examining current partnerships with school boards, allowing more part-time or student-led programs or relying more on volunteers and technology such as flashing crosswalk lights.

Crossing guards, which currently earn \$17.16 an hour in Toronto, "pull in a lot of kids," she added.

The police estimated in 2007 that contracting out crossing guards under the city rather than using their officers would cost over \$10 million, only a couple million more than what the program cost running under the TPS. However, according to city staff report, this estimate was "insufficient" and didn't account for an additional 300 guards that police approved for the program, nor the "incidental level of services" throughout the city under police or the challenges around retaining guards.

Carol said she hopes city staff come back with criteria around which locations would benefit best from a range of options.

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Yearly cost to staff 601 crossing guard locations in 2007, when the city took over the program from Toronto police

\$80M
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use our secure form at [toronto.ca/secure-form](https://www.toronto.ca/secure-form)

Register with The Toronto Star Santa Claus Club, 8 Spadina Ave., Toronto, ON M5V 1A5
Phone: Call 647-250-8282
Email: register@torontostarchildrensclub.ca
Twitter: @torontostarchildrensclub
Facebook: /torontostarchildrensclub
Instagram: @torontostarchildrensclub
LinkedIn: The Toronto Star Children's Club
YouTube: The Toronto Star Children's Club

Ohdio
A la une Radios Balados Rechercher Mon Ohdio

Faut-il des ceintures dans les autobus scolaires?

Lundi 11 mars 2024

Lancer l'écoute 7 min

Parce qu'il y a-t-il des ceintures de sécurité dans les bus scolaires?
PHOTO: Getty Images / Fotocamera

Ep. 6

YD DRIVES THE FUTURE

CANNABIS, IMPAIRMENT, AND PUBLIC AWARENESS
with Kelley Teahen

Presented by

DRIVING CONCERNS

Does photo radar actually make roads safer or is it the 'cash grab' Alberta says?

JASON TCHIR >
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED JUNE 23, 2024

Le gouvernement Ford fait-il fausse route sur les pistes cyclables?

Par **Émilie Gougeon-Pelletier, I.J.L.** - Réseau.Presse - Le Droit

26 septembre 2024 à 04h00 | Mis à jour le 27 septembre 2024 à 09h50

(Stéphane Champagne/Archives La Voix de l'Est)

Parce qu'il y a-t-il des ceintures de sécurité dans les bus scolaires?
PHOTO: Getty Images / Fotocamera

Radio Noon Quebec with Shawn Ape

What do you think of e-scooters?

July 31, 2024

They can be convenient, they can be dangerous - and we look at them today

LA PRESSE
La Presse, mercredi 19 mars 2025
Montréal 10°C

ACTUALITÉS INTERNATIONAL DIALOGUE CONTEXTES AFFAIRES SPORTS AUTO ARTS CINÉMA SOCIÉTÉ GOUVERNEMENT

Chroniques Opinions Courrier des lecteurs Témoignages

LIEN
Sécurité routière

Tout commence par un changement de mentalité

PHOTO: HATFIELD/REUTERS

Il existe au moins une approche pour chaque personne impliquée dans une collision routière.

Publié le 14 juin 2024

SANDRINE C.
Directrice générale

PAMELA F.
Présidente et directrice

Ep. 5

YD DRIVES THE FUTURE

YOUTH MOVEMENTS
with Valerie Smith

Presented by

DRIVING CONCERNS

Would banning right turns on red lights make intersections safer?

JASON TCHIR >
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED MARCH 31, 2024

Poison prevention

Canadian Surveillance System for Poison Information

Thanks to funding from **Health Canada**, Parachute continues to support the **Canadian Surveillance System for Poison Information** (CSSPI), a national network that collects and analyzes data from Canadian poison centres to identify and respond to poisoning incidents.

That work included co-ordinating the Pan-Canadian Poison Centres 2021 Annual Report, published in

February 2024, and leading two webinars, hosted by **Sarah Macdonald**, Co-ordinator of Knowledge Translation and Programs at Parachute. The first focused on Reducing cannabis and chemical exposure risks in Canada: Strategies and resources for public safety. The second focused on Drug checking: Harm reduction practices for unregulated drug use at Canadian music festivals.



A free webinar:
Drug checking: Harm reduction practices for unregulated drug use at Canadian music festivals

Wednesday, February 28, 2024 — 1 p.m. to 2 p.m. ET

Each year, British Columbia is home to two of the largest electronic music festivals in Canada. At these events, drug use is an integral part of the culture and most attendees interact with drugs in one way or another. Hosted by **Sarah Macdonald** from Parachute, this webinar will provide insight into national efforts to establish evidence-based harm reduction strategies at music festivals. In particular, learnings will be shared from the implementation of drug checking, a non-judgmental service that allows people to know what is in their substances and potentially take action to reduce the risk of any related harms.

Presenters
Jarred Aasen
Pharmacist
DRED Project / Lantern Services

Antoine Marcheterre
Drug Checking Lead,
Interior Health

Sign up at: parachute.ca/webinar

A free webinar:
Reducing cannabis and chemical exposure risks in Canada: Strategies and resources for public safety

Wednesday, March 20, 2024 — 2:30 p.m. to 3:30 p.m. ET

Unintended exposures to cannabis and to chemicals and pollutants in and around the home pose risks to public health and safety in Canada. Hosted by **Sarah Macdonald** from Parachute, this webinar will highlight two Health Canada initiatives targeting risk management and reduction in these areas: the **Vigilance Framework for Cannabis** and the **Chemicals Management Plan**. Participants will learn information, resources and tools they can use to inform public outreach and education for poison prevention in the community.

Presenters
Sieara Plebon-Huff
Scientific Evaluator
Health Canada

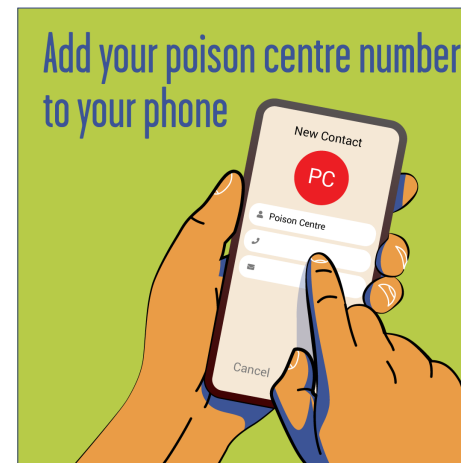
Odetta Bose
Risk Communication and
Public Involvement Officer
Health Canada

Heloise Tachauer
Risk Communication and
Public Involvement Officer
Health Canada

Sign up at: parachute.ca/webinar

National Poison Prevention Week

Parachute also led activities for the annual National Poison Prevention Week, which took place from March 17 to 23, 2024. Under the theme #EmpowerPoisonPrevention, we developed new visual resources and launched a paid promotion campaign, in English and French, to share key messages about poison prevention with Canadians. Through community partners, we distributed more than 2,000 cabinet locks and 350 lock bags to support safe storage, a proven way to prevent poisonings.

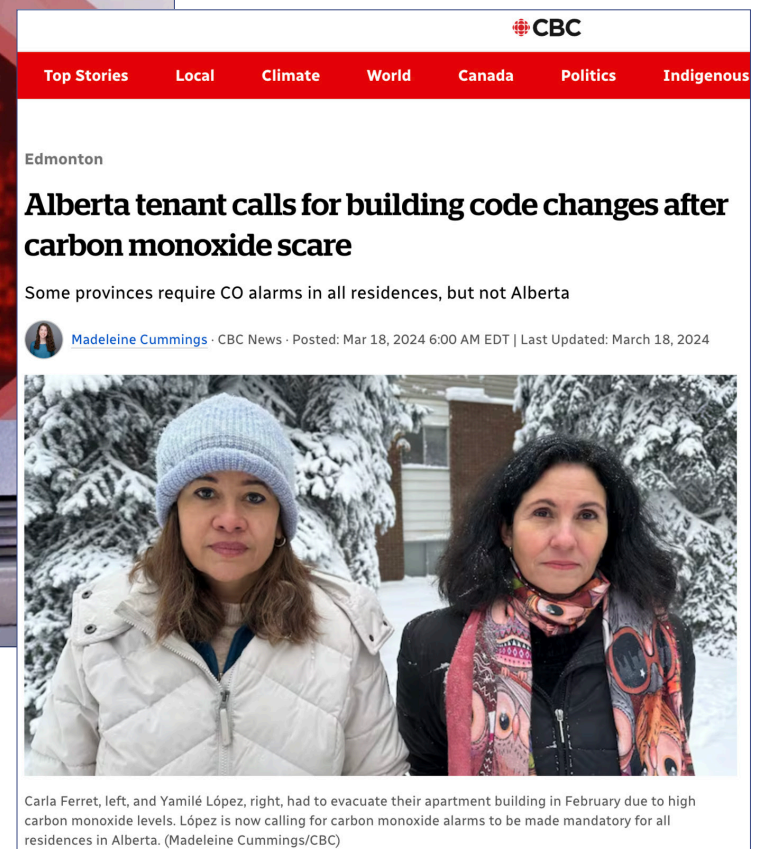
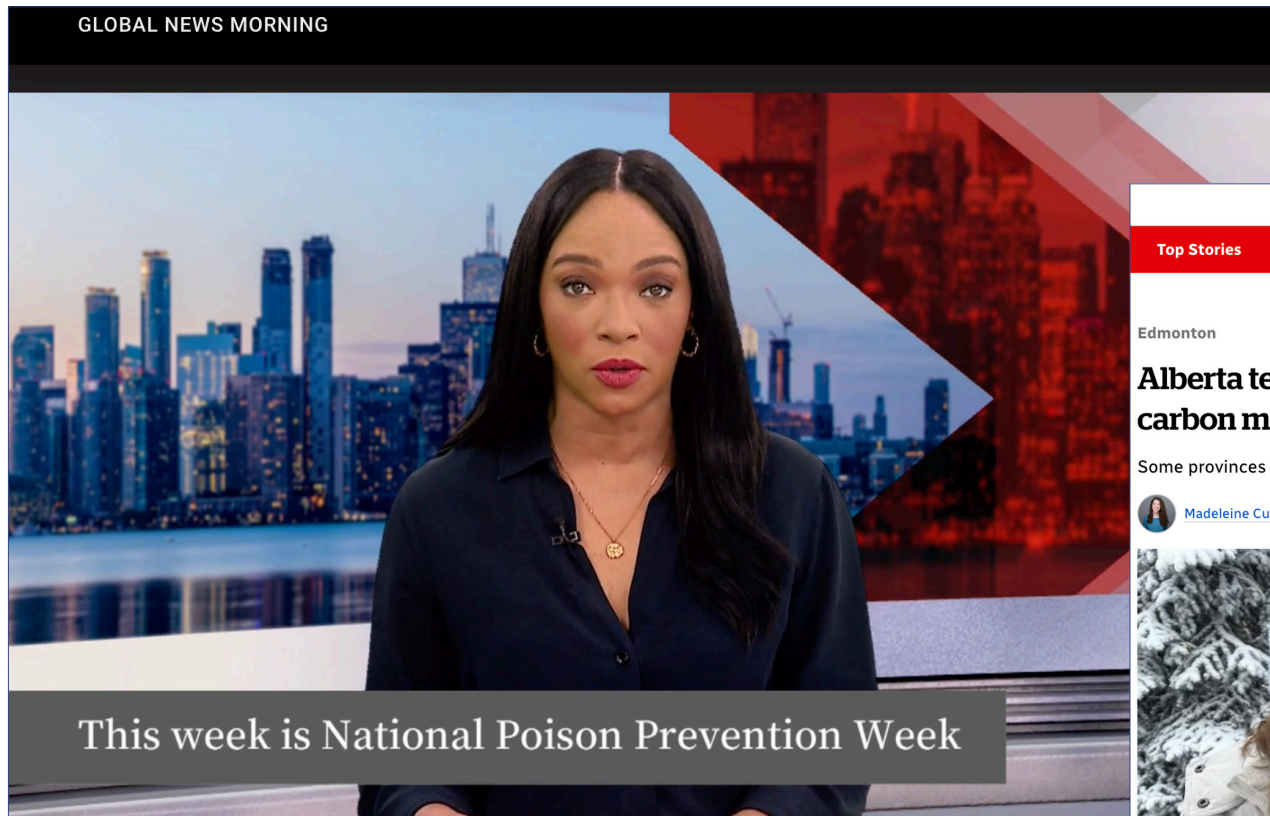


Over-the-counter Medication Study

Kenvue, an international consumer health company, supported Parachute to conduct a national Over-the-counter Medication Study to learn more about the knowledge and attitude of parents of children ages 10 to 16 when it comes to their children and over-the-counter medications. This is the first step toward developing information for parents to guide them and answer questions, or clear misperceptions, they may have about such medication use.



Media



Concussion

Concussion

Canadian Guideline on Concussion in Sport, 2nd edition

Supported by the **Public Health Agency of Canada**, Parachute published the Canadian Guideline on Concussion in Sport, 2nd edition in March, and updated all related resources, to reflect new international evidence and guidance from Canadian experts.

We also led a webinar hosted by our Director of Knowledge Translation, **Stephanie Cowle**, to highlight the key changes to guideline users.



Parachute and SIRC present a free webinar.

Canadian Guideline on Concussion in Sport, 2nd edition: Recommendations and resources for preventing, recognizing and managing concussions

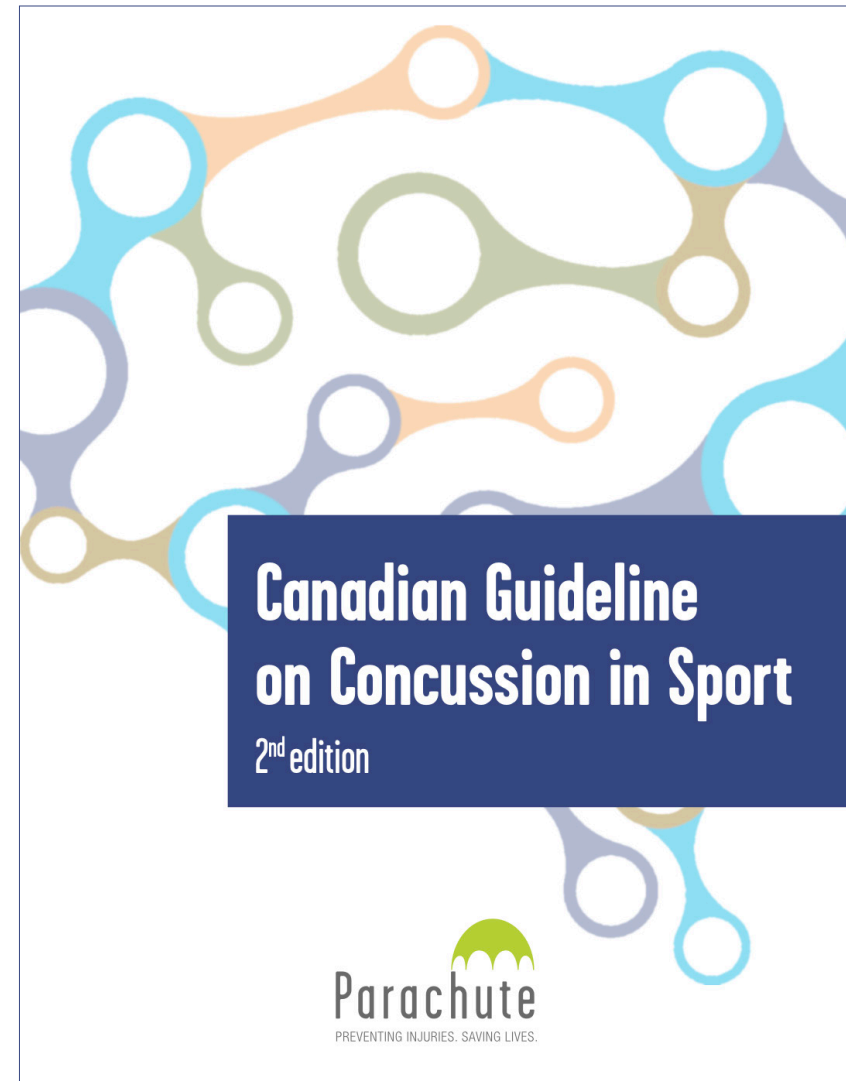
Thursday, June 20, 2024 — 12 p.m. to 1 p.m. ET

The Canadian Guideline on Concussion in Sport, 2nd edition was published in March 2024 with updated recommendations for the prevention, recognition and management of concussions. This webinar will provide an overview of key changes to recommendations and highlight resources available from Parachute and its partners for concussion policy and protocol development, training and education/awareness.

Presenter
Stephanie Cowle
Director, Knowledge Translation, Parachute


Presented by:  

Sign up at: parachute.ca/concussionwebinar



**Canadian Guideline
on Concussion in Sport**

2nd edition


Parachute
PREVENTING INJURIES. SAVING LIVES.

Pan-Canadian Summit on Concussion in the School Setting

In September, Parachute, supported by **Canadian Institutes for Health Research**, led the Pan-Canadian Summit on Concussion in the School Setting: Impacting youth health through a policy-driven approach. This event brought together 48 invitation-only participants, 24 in-person and 24 virtually, from nine provinces with representatives from provincial government

ministries of health, education and sport, injury prevention centres, health care professionals, academics and national nonprofits/ charities. It's the first time a pan-Canadian table composed of these sectors has come together to learn and identify steps for collective action to achieve concussion policy change, including legislation, in every province and territory.



Knowledge sharing

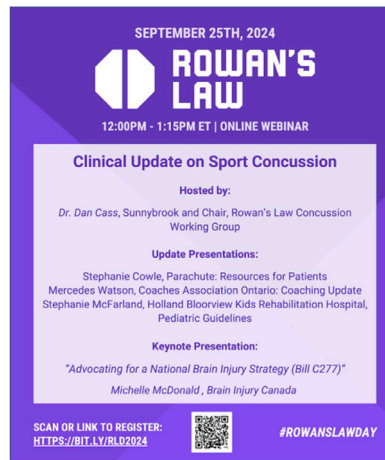
Parachute's expertise in concussion recognition and management supported a wide range of knowledge-sharing opportunities in Canada and beyond.



Both Stephanie and Pam continue to work with the Canadian Concussion Network-Réseau Canadien des Commotions (CCN-RCC), serving on its Executive Committee and the planning committee for its 4th Annual Meeting, held in 2024 in Ottawa.



Director of Knowledge Translation Stephanie Cowle attended the 10th annual International Concussion Summit held in Niagara in May 2024



Stephanie Cowle also appeared as an expert for the Rowan's Law webinar, Clinical Update on Sport Concussion.

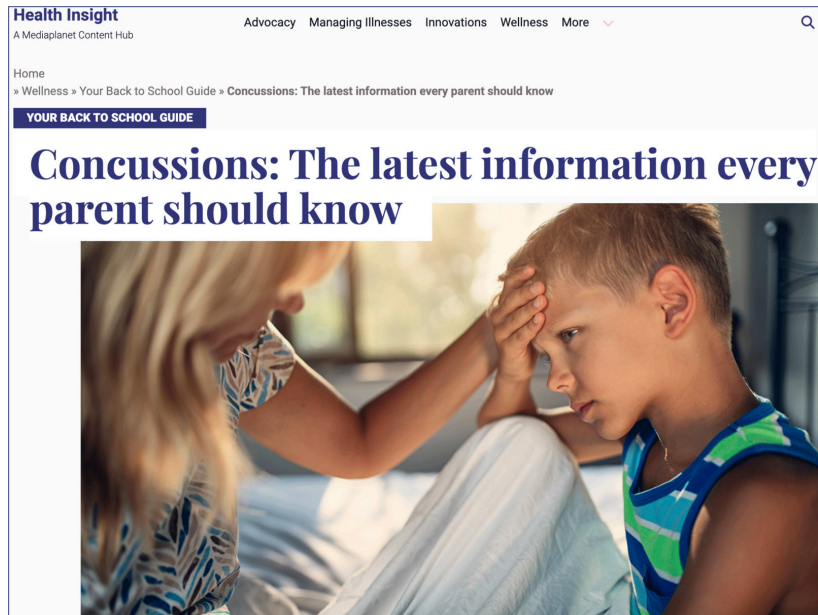


Our President and CEO Pamela Fuselli presented to the UK Concussion Network about the Guideline updates.



Parachute also worked with our partners at the University of Calgary and Université Laval to update their free Massive Open Online Course in concussion to match the new guidelines, providing two recorded video talks. In 2024, 2,161 people enrolled.

Media

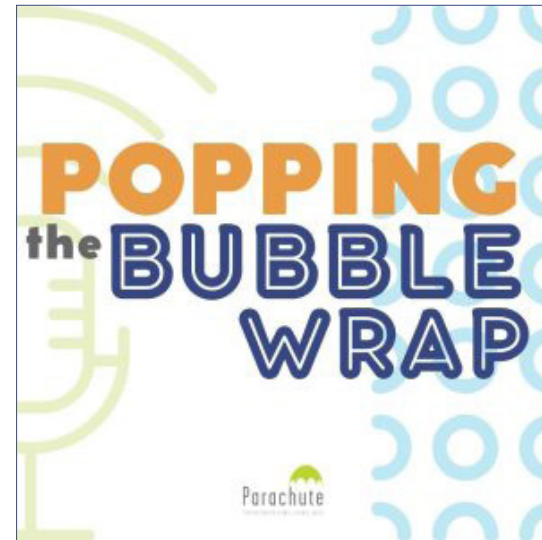


Child home and play safety

Popping the Bubble Wrap podcast

Thanks to support from **Amazon Canada**, Parachute produced Season 2 of our Popping the Bubble Wrap podcast, engaging parents and experts in casual, approachable conversations about topics that concern their children's safety. Launched in March and running through to December, this season focused on topics around product safety, such as safe sleep, car seats, product standards, choosing safe toys and proper use of safety devices such as furniture anchors and baby gates. Both Season 1 and Season 2 are available through Apple, Spotify and other podcast platforms.

We also partnered with **Dr. Natasha Collia**, known on Instagram as @DrTash, a pediatric emergency medicine physician at Sick Kids Hospital in Toronto, to address frequent questions and concerns parents have about their child's safety. She appeared as a podcast guest and also did an Instagram Live with our President and CEO, **Pamela Fuselli**.



Risky Play

In January, the **Canadian Paediatric Society** issued a statement supporting risky play. **Pamela Fuselli** is part of the society's Injury Prevention Committee, which developed the statement. She was interviewed by several media outlets and appeared on an International Play Association podcast on the benefits of risky play,

defined as thrilling and exciting play where your child is uncertain of the outcome and can include the possibility of physical injury. Risky play promotes physical activity, social health and risk-management skills, while still keeping kids safe from hazards.



Safe Kids Week



Our annual Safe Kids Week ran June 3 to 9, 2024, focused on product safety with the theme #SafeForYourKids. We provided information on product regulations in Canada, product recalls, and key safety tips. We created resources and information for our partners to share and ran a social media campaign that earned more than 2 million organic (unpaid) social media impressions.



Media

VOCM
LOCAL NEWS NOW

ON AIR NOW
1:00 PM - 4:00 PM
Afternoons With Claudette Barnes


NEWS SHOWS COMMUNITY MEMBERS CONTACT US CAREERS QUESTION OF THE DAY

Injured In A Car Accident?

Local News

Advocacy Group Shares Swimming Safety Tips

Jun 24, 2024 | 2:49 PM



A national advocacy group is urging people to take proper safety precautions before beating the heat. The President of Parachute Canada, Pamela Fuselli, says there is an uptick in drowning deaths during the summer months.

yahoo/life

Life Made in Canada Amazon Big Spring Sale Shopping Reviews Health & Wellness Entertainment & Culture

yahoo/style

Kids summer safety guide for parents: How to keep your children safe, from swimming tips to playground protection

As the weather gets warmer and families try to get some fun in the sun, here are the best ways to avoid potential hazards.

Stephanie Gilman
July 6, 2024 · 5 min read

This article is for informational purposes only and is not a substitute for professional medical advice, diagnosis or treatment. Contact a qualified medical professional before engaging in any physical activity, or making any changes to your diet, medication or lifestyle.



‘We aren’t talking about sending them into busy streets or near rough water.’ Canadian Paediatric Society recommends risky play for kids

CPS says risky play helps build physical and mental health and resilience among children and youth, and can help prevent or manage conditions like obesity, anxiety and behavioural issues.

Updated Sept. 13, 2024 at 2:44 p.m. | Jan. 25, 2024 | 1 min read



CBC

Top Stories Local Climate World Canada Politics Indigenous

Canada

Are playgrounds too safe? Why anthropologists say kids need to monkey around

Trying to make playgrounds safer can do more harm than good, experts say

Natalie Stechyson · CBC News · Posted: Sep 13, 2024 4:00 AM EDT | Last Updated: September 13, 2024



Fall prevention



Fall Prevention Loop Community of Practice and Fall Prevention Month

While we lost our main funding for fall prevention activities in 2024, Parachute continued as best we could to support the Fall Prevention Loop Community of Practice and Fall Prevention Month, held annually in November.

The image displays two overlapping digital assets. The background is a screenshot of the 'Fall Prevention Loop Community of Practice' website. The website's header includes navigation links like 'SKIP TO CONTENT', 'SITEMAP', 'LOGOUT', 'FRANÇAIS', 'LOOP JR.', and 'FALL PREVENTION MONTH'. The main content area features sections for 'Private Groups', 'Webinars', and 'Knowledge C'. A sidebar on the left shows a user profile for 'Michael Gamar' and a list of navigation options including 'Tutorial Videos', 'My Settings', 'My Messages', 'My Follows', 'Private Groups', 'Event Calendar', 'Discussions', 'Members', 'Webinars', and 'Evidence Summaries'. At the bottom, there are buttons to 'Promote Loop' and 'Start a Discussion'.

Overlaid on the right side of the website screenshot is a 'Fall Prevention Month' campaign graphic. The graphic has a blue and pink color scheme. It features a large illustration of a diverse group of people. Text on the graphic includes 'FOR ORGANIZATIONS AND PRACTITIONERS WORKING WITH ADULTS', 'FOR ORGANIZATIONS AND PRACTITIONERS WORKING WITH CHILDREN', and a large headline: 'Host a virtual event to raise awareness about fall prevention.' At the bottom, a message states: 'We've streamlined the website to emphasize the Fall Prevention Month campaign, with a focus on the tools and information that help you engage your community each November in preventing falls and fall-related injuries. For'.

Fall prevention summits

With funding from the **Canadian Institutes of Health Research (CIHR)**, we held two summits on preventing falls and treating injuries due to falls in older adults.

The first was on grab bars as a fall prevention solution that brought together 15 invitation-only participants from industry (e.g. real estate, manufacturing, renovation and construction, older adult groups, non-profit organizations and health professional associations) to connect with key stakeholders, share experiences and knowledge, and help identify solutions for collective action to prevent falls.

Parachute and Neurotrauma Care Pathways at **University Health Network** co-hosted a second virtual summit focused on falls and concussion in older adults. **Older Adults, Falls and Concussions: A National Multidisciplinary Priority-Setting Summit**, had 56 participants from patient care, research, public health and non-governmental organizations. Through the summit, we identified four priority areas and developed recommendations and action items. Despite the high rates of concussion in older adults, most caused by falls, attention to the issue had been lacking. This summit was the first of its kind and catalyzed action, such as advocacy to include specific considerations for older adults in concussion care guidelines for health professionals.



Canadian Fall Prevention Conference

Work began in 2024 to plan and seek presenters for the 6th Canadian Fall Prevention Conference, set for April 2025 in Toronto. This will be the first in-person Canadian Fall Prevention Conference in six years. Co-hosted by the KITE Research Institute at Toronto's University Health Network, the conference will highlight new research and knowledge, explore the implementation of promising practices and examine cross-cutting issues to prevent and mitigate the impact of falls and falls-related injuries on diverse populations.



Media



News / Local News

Locally made fall prevention video series wins international award

Charlie Chaplin served as an inspiration for the series of shorts

Bill Atwood

Published Oct 10, 2024 • 3 minute read

[Join the conversation](#)



Jordan Mah, a current Stratford Festival actor, Brian Tree, a former Festival actor, and Kelley Teahen, vice-president of communications and marketing at Parachute, pose with the award they received for their video series on fall prevention. (Bill Atwood/Beacon Herald)

A group of Stratford residents has been internationally recognized for the work they've done to spread the important message of fall-prevention awareness.

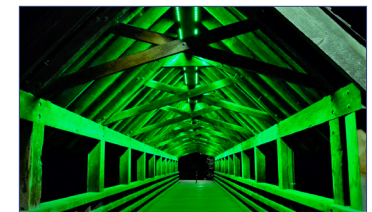
**Our leadership in
injury prevention**

8th annual National Injury Prevention Day

Media coverage and social media sharing of NIPD information using our hashtags #ParachuteNIPD & #TurnSafetyOn garnered 13.8 million impressions in 2024: news outlets in Ontario, Alberta and B.C. published stories about injury-prevention initiatives in those provinces.

More than 425 organizations across the country with a collective reach of 15 million followers created or shared information about injury prevention. The day saw 94 light-ups of Canadian landmarks in Parachute “safety green” and 11 jurisdictions, including the provinces of Newfoundland and Labrador, New Brunswick, Manitoba, Saskatchewan and Alberta, proclaimed July 5, 2024 National Injury Prevention Day.

Many partners across Canada, including The Royal Victoria Regional Health Centre, Sick Kids Hospital, St. John’s Ambulance teams across Alberta, the City of Guelph, Ont., and the Township of Mapleton, Ont., held local events to promote injury prevention awareness.



Parachute wins nine International Safety Media Awards

Presented at the biennial World Safety Conference, these international awards, dubbed the “Safety Oscars”, honour the best in safety campaigns from around the world. Eight Parachute campaigns from late 2021 to 2023 won Gold, Silver or Bronze, announced at the September 2024 conference in New Delhi, India. In addition, Parachute earned a Special Merit Award for Evaluation Excellence.



Marcia Howell at left, founder of the International Safety Media Awards, presents Parachute's awards to **Alison Macpherson**, former chair of Parachute's Expert Advisory Committee, and **Ian Pike**, Parachute board director, during the 15th World Conference on Injury Prevention and Safety Promotion held in New Delhi, India.



Gold

- Ultra-short video category, “How to Cause a Fall” (seniors fall prevention campaign), 2022
- Online category, Popping the Bubble Wrap Podcast, 2022-23
- Print Category, Safe Mobility infographic series, 2023
- Print Category, Fall Prevention cartoon series, 2021

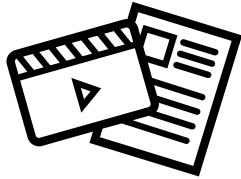
Silver

- High Budget Campaign category, #EndDeathOnOurRoads, 2021-23
- Low Budget Campaign category, #DrivingTakes100, 2022
- Short Video category, Help is a Call Away storytelling videos, (poison prevention and poison centre awareness campaign) 2023

Bronze

- Online category, Change for Good Roads podcast

Parachute by the numbers



996 million
media impressions

- **450 million:** News release distribution: by Parachute and partners
- **326 million:** Earned traditional media
- **179 million:** Donated digital media boards
- **32 million:** Social media
- **9 million:** Paid digital boards and media ads



615,655
page views
of Parachute.ca



46
research grants
active and newly submitted in
which Parachute was involved



15
citations
in peer-reviewed journals

Our expert advisory committee

Dr. Kathy Belton, MEd, PhD (Chair)

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

Road Safety Supervisor, 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

Chief Research and Network Officer, 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

\$500,000+



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Public Health
Agency of Canada

Agence de la santé
publique du Canada

\$100,00 to \$249,999



HONDA

Honda Canada Foundation

\$50,000 to \$99,999



OSLER



CIHR IRSC
Canadian Institutes of Health Research
Instituts de recherche en santé du Canada

\$25,000 to \$49,999



\$10,000 to \$24,999

Barbara Turnbull Foundation

Our financials

STATEMENT OF FINANCIAL POSITION As at December 31, 2024

ASSETS

Cash	1,112,940
Accounts receivable	191,539
Prepaid expense	16,580
	<u>1,321,059</u>
Property and equipment	0
	1,321,059

LIABILITIES AND NET ASSETS

Liabilities	
Accounts payable and other	92,303
Deferred contributions	330,900
Loan payable	20,000
	<u>443,203</u>
Net assets	877,856
	1,321,059

STATEMENT OF OPERATIONS For the year ended December 31, 2024

REVENUE

Grants	477,204
Sponsorships	673,479
Program fees	675,510
Contributions	261,504
Other revenue	36,030
	<u>2,123,727</u>

EXPENDITURES

Personnel costs	1,339,698
Costs of services and materials	586,041
Rent and office administration	134,217
Travel and conferences	71,034
Information technology	47,337
Marketing	13,690
Bad debt	5,000
Amortization	1,023
	<u>2,198,040</u>

Excess of expenditures over revenues before other items	(74,313)
Gain on disposal of property and equipment	1,539
Excess of expenditures over revenues for the year	(72,774)

Our team



Parachute staff at the iArts Museum, Toronto, December 2024.

From left: David Wilson, Manager, Office Operations and Program Delivery; Stephanie Cowle, Director, Knowledge Translation; Claire Westmacott, Manager, Knowledge Translation and Programs; Asma Chohan, Co-ordinator, Knowledge Translation and Programs; Michael Gemar, Manager, Technology and Creative Services; Margarita Boichuk, Specialist, Digital and Social Media; Valerie Smith (seated), Director, Road Safety Programs; Kelley Teahen, Vice President, Communications and Marketing; Pamela Fuselli, President and CEO; Brad Offman, Corporate Relations Officer.

Missing from photo: Harvey Glower, Vice President, Finance and Operations; Sarah Macdonald, Co-ordinator, Knowledge Translation and Programs; and Julie Taylor, Manager, Knowledge Translation and Programs.



PREVENTING INJURIES. SAVING LIVES.

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parachute.ca