



# Parachute

Preventing Injuries.  
Saving Lives.

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VP, Stakeholder and  
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# Agenda

- 📖 Why now?
- 📖 Amalgamation Process
- 📖 What is Parachute?
- 📖 What's with the name?!?
- 📖 Vision
- 📖 Leadership
- 📖 Scope & Priorities
- 📖 Legacy Programs
- 📖 Stakeholder Engagement
- 📖 The Future
- 📖 Discussion

# Why now?

- 📖 The rate of injury has fallen in Canada over the past few decades
- 📖 Advances have helped cut the numbers of people hurt and killed by injury (better built cars, mandatory seatbelts, child-safety locks on medications, increased use of smoke alarms, etc..)

**Progress notwithstanding, we have reached a plateau where injury remains the leading killer of Canadians.**

# Amalgamation Process

- 📖 January 2009: The four national injury prevention organizations begin meeting to discuss ways to work together collaboratively in order to advance their collective mission.
- 📖 June 2010: National consultation process leads to the release of the report One Voice, Safer Canada

**Injury is a disease without an  
identity**

# Key Recommendations

## The entity should

- take on a knowledge broker role for injury in Canada.
- develop a strategy to engage potential stakeholders and to move them to become fully invested stakeholders and partners.
- take a leadership role in injury prevention research.
- develop a strategic approach to raising significantly more dollars to a level commensurate with the burden of injury.
- establish a brand for injury.

# What is Parachute?

Parachute is a national, charitable organization dedicated to preventing injuries and saving lives. Parachute officially came into being in July 2012 with the union of four leading Canadian injury prevention groups: Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada. Parachute's injury prevention programming and advocacy efforts are designed to help Canadians reduce their risks of injury while enjoying long lives lived to the fullest.

# Parachute as a 'game changer'

- 📖 Combines the best of all four key players
- 📖 Designed to meet future challenges and needs
- 📖 A national organization with equal voice across Canada
- 📖 Positions injury prevention in Canada for success

# What's with the name?!?



Parachute is “an obvious, evidence based solution to an urgent life threatening problem.”



# What's with the name?!?

- 📖 Reflects our vision of a long life lived to the fullest
- 📖 Encapsulates paradox of risk vs. safety, which is part of everyday life
- 📖 Strong metaphor for safety
- 📖 A metaphor for safety net and analogous to other safety gear, but it has an element of action
- 📖 It's bilingual and no other injury prevention or major health organization is using the name
- 📖 Rich in visual possibilities

# Vision

- 📖 It will be THE strategic injury prevention partner for government, the health system, researchers, business, communities and families.
- ✿ We must connect with our audiences' minds by delivering evidence-based information.
- ✿ We must connect with our audiences' hearts by developing a strong emotional connection between individuals and the cause.

# Vision

We learned that our organization must be **a force to awaken Canadians** to the magnitude of the issue and **move them towards action**, be it adopting certain behaviours, supporting the cause politically, financially, etc.. To move people we must show the benefits of our work, which is **a long life lived to the fullest**. Our **insight** into the world of injury prevention, **inspirational** and **collaborative** approach will ensure people feel **included** and have the **courage to overcome apathy**. We also learned that to be successful our **passion** for this issue must be contagious; that we must make that and, most importantly, ourselves accessible. We should maintain a **noble** attitude towards our work. That means not to point the finger at those who did wrong, but to show the right way and build capacity for people to be their own guides.

# Leadership

Louise Logan  
President &  
CEO



# Scope & Priorities

- 📖 Intentional injuries
  - 📖 Suicide prevention
  - 📖 Bullying
  - 📖 Substance misuse, etc.
- 📖 Unintentional injuries
  - 📖 Child passenger safety
  - 📖 Bike helmets
  - 📖 Drowning prevention, etc.
- 📖 All-ages
  - 📖 Children
  - 📖 Youth
  - 📖 Seniors





# Legacy Programs

- 📖 Safe Kids Week
- 📖 TD ThinkFirst for Kids
- 📖 Is It Worth It?
- 📖 Passport to Safety
- 📖 ThinkFirst SMART HOCKEY
- 📖 Walk this Way
- 📖 Brain Day
- 📖 No Regrets
- 📖 Safe Communities Day



# Stakeholder Engagement

## National Agencies

- National Agencies
- Canadian Red Cross
- Royal College of Physicians and Surgeons
- Canadian Paediatric Society
- Canadian Public Health Association
- Canadian Chiefs of Police
- Canadian Toy Industry
- MADD
- Sandbox Project
- IMCA/TWCA
- Boys & Girls Clubs of Canada
- ParticipACTION
- Canadian Agricultural Safety Association
- Canadian Collaborating Centres for Injury Prevention
- Assembly of First Nations
- Canadian Standards Association
- NICHHD
- Canadian Association of Poison Control Centres

## Federal Government

- Public Health Agency of Canada
- Health Canada
- Transport Canada
- Agriculture and AgriFood Canada

## Provincial Governments

- Ministry of Health/Wellness/Healthy Living
- Ministry of Transport
- Ministry of Labour
- Ministry of Education
- Child & Family Services

## Provincial and Territorial Agencies

- BC Injury Research and Prevention Unit
- Alberta Centre for Injury Control and Research
- Saskatchewan Government Insurance
- Ontario Injury Prevention Resource Centre
- Atlantic Collaborative for Injury Prevention
- Workers Compensation Boards
- Arctic

**Parachute**

## Community Connections

- 2,100 Safe Kids Partners
- 64 Safe Communities
- 15 Think First Chapters
- 100 SMARTRISK Schools

## International Connections

- Safe Kids Worldwide
- International Safe Communities
- SMARTRISK UK / SMARTRISK Bermuda
- International Society for Child [ISCAIP]
- World Health Organization
- Centers for Disease Control

# The Future

- 📖 Strategic planning
- 📖 Fund development
- 📖 Stakeholder model
- 📖 Positions on policy
- 📖 Stay tuned!



# Discussion

 Find us at

[www.parachutecanada.org](http://www.parachutecanada.org)

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