



**Publication of first-ever Canadian Guideline on Concussion in Sport**

5.2 million media impressions  
25 stories

Parachute executes targeted Facebook campaign to raise awareness about concussion among Canadian parents, surpassing 2.9 million impressions

Parachute President and CEO, Steve Podborski appears on CBC Sports' panel, "Concussions: Is the reward worth the risk?"

Concussion Ed app surpasses 10,000 downloads

# CANADA'S CONCUSSION LEADERS

Sport Manitoba requires all Provincial Sport Organizations to develop harmonized concussion protocols and provide Parachute concussion resources on their websites

The Canadian Olympic and Paralympic Sport Institute Network asks Parachute to review their concussion guidance for high performance sport programs in Canada.

Parachute's Brain Waves network increases to 26 active sites across Canada.

Questionnaires on current concussion practice completed by New Brunswick pilot schools.

The critical appraisal of the Canadian Guideline is completed. The AGREE II total score is 5/7, with a 13/14 score on Rigour of Development.

Rowan's Law passes Third Reading in the Legislative Assembly of Ontario.

Rowan's Law receives royal assent.

Steve Podborski interviewed about the Guideline and Rowan's Law on Zoomer Radio.

Steve Podborski on TVO's The Agenda With Steve Paikin to discuss the Guideline, Rowan's Law, and Concussion Safety.

Concussion Ed app surpasses 12,000 downloads

4,841 downloads of Guideline in English and French

Final social media metrics for the Project period



Steve Podborski interviewed by CBC Vancouver on concussion and sports.

Parachute presents to the Pan-Canadian Joint Consortium for School Health Management Committee.

Parachute presents at Brock University's "Concussion: What is it and what should I be doing" public event, attended by 350 community members.

Parachute attends Rugby Canada AGM as a featured speaker on the concussion panel.

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# A MAP FOR FUTURE SUCCESS

“ Our sports concussion protocols should expand to schools, clubs, homes, and workplaces across Canada. With your support, we will make that happen.”

Steve Podborski, O.C., Olympic medalist,  
Chef de Mission Sochi 2014,  
President and CEO, Parachute

#### About Parachute

Parachute is Canada's national charity dedicated to injury prevention. We position injury prevention as a critical social issue and attract investment and attention that embed new cultural norms across Canada. Parachute's programs, education outreach, and advocacy concentrate on preventing injuries sustained at home, on the road, and at play, with particular focus on leading national efforts to prevent serious injury resulting from concussion.

Parachute will change our national dialogue about the impact of injury, bring about meaningful policy change, and provide injury prevention solutions that are evidence-based, accessible, and widely available through diverse channels.

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

The implementation of concussion protocols by sport organizations and schools is measured and evaluated so we can understand the impact and continue to do better.

Canadian Guideline on Concussion in Sport is sustained and updated as new concussion research emerges.

Harmonized policies are implemented across the country in each province and territory to ensure the safety of all Canadians.

Canadians know that Parachute is the most credible place to access up-to-date concussion information.

Health care professionals are trained in evidence-based concussion assessment, management, and referral to strengthen the health care system's capacity to manage this significant public health issue. Every Canadian who sees a physician for a suspected head injury gets the right care and the right information.

National Centre of Excellence for concussion research is established and financial support for high-quality research on concussion prevention is made a priority.

All Canadians are equipped with key information about concussion prevention, recognition, and management.

A culture shift takes hold. Concussion is taken seriously as a brain injury, and everyone is comfortable speaking up, and proper management is demanded as the norm.

“ I am 100-per-cent supportive of a national strategy on concussion to create a more consistent approach for athletes across the country.”

Curt Harnett,  
three-time  
Olympic medalist,  
Chef de Mission  
Rio 2016

#### About the Concussion Harmonization Project

The federal Minister of Health was mandated to work with the Minister of Sport and Persons with Disabilities to support a Pan-Canadian Concussion Strategy. Funding was provided to harmonize concussion management guidelines across Canada, with a focus on athlete and student return-to-play and return-to-learn protocols.

The project was a response to a demand for more consistent, up-to-date concussion policies and protocols in sport organizations and to the need to address recognized gaps in the knowledge of medical professionals on assessment, treatment, and management of concussion, and to provide educators and the public with a clear, credible source for convention prevention and management information.