



Parachute

Annual Report

2020



SIGNS & SYMPTOMS

Red Flags

- Neck pain or tenderness
- Double vision
- Weakness or tingling in arms or legs
- Severe or increasing headache
- Seizure or convulsion
- Loss of consciousness (knocked out)
- Deteriorating conscious state
- Vomiting more than once
- Increasingly restless, agitated or combative
- Growing confusion

Board of Directors

December 31, 2020

David Deveau

Sylvio Deluca

Leslie Dunning ★

Peter Dyakowski

Dr. Michael Ellis

Pamela Fuselli (ex officio)

Seanna Millar ★

Dr. Ian Pike

Steve Podborski

Zoe Robinson

Dr. Shahab Shahnazari ★

Patricia Southern

Brian Thom ★

Alan Wainer

★ Joined in 2020



MESSAGE FROM

Pamela Fuselli, President and CEO

2020 did not turn out how anyone had planned. This year, disrupted by a global pandemic, proved that the best laid plans can be interrupted or changed but, with a strong and nimble team anything is possible: in the face of adversity, we can tap into sources of innovation and creativity.

I have worked in the injury prevention field for more than 20 years and, like my colleagues, have faced challenges of making prevention “sexy”. It’s a hard sell, to be honest. When we are successful, nothing happens. The driver who makes it home at night never realizes it is due, in part, to the safe design of the road, of the vehicle and of their own driving actions. However, arriving home safely is not always the outcome. There are those brave families who share their grief over lives cut short or drastically changed forever by injury. It’s the heartbreaking knowledge that these deaths were preventable that drives me personally, and Parachute as an organization.

In 2020, the effectiveness of prevention was brought to the forefront through another public health issue, infectious disease. Similar to Parachute’s efforts in

injury prevention, success means nothing happens. These prevention strategies seem deceptively simple: wear face masks, wash your hands, and keep distant. But this requires individual behaviour change and that, as we’ve seen, can be the most challenging to achieve. This is the same challenge we face with preventing injuries: think of the journey we’ve travelled to achieve compliance with seat belt use and the road we’re travelling now to end distracted driving.

Individuals can be both the strongest, but also the weakest, link in prevention.

That’s why the most effective approaches eliminate the opportunity for an injury to happen in the first place: we put child-resistant caps on medications and build stairs with wider treads, standard rises and runs, and non-slip surfaces to prevent falls.

The pandemic shifted our ability to deliver injury prevention activities across Canada and impacted preventable injuries in significant ways, some positive and others negative. Through it all Parachute kept our eye on the ball – ensuring Canadians live a long life to the fullest by preventing injuries.



MESSAGE FROM

Patricia H. Southern, Chair

I am continually impressed with the tremendous contributions and hard work of the team at Parachute as well as our partners from across the country. Together, we overcame the many challenges that the COVID-19 pandemic brought. The team retooled and delivered many incredible programs from coast to coast, even when we could no longer travel or activate community events.

The name Parachute represents all that the organization embodies – a life lived to the fullest, engaging in activities that make life worth living, but taking precautions to prevent death and serious injuries to ensure the next day you can do it all over again.

This year was also one of renewal for Parachute as we created and adopted a new strategic plan, “In pursuit of massive and long-lasting good,” to guide Parachute’s operations for the next three years, through 2023.

The title was inspired by a line from NYT bestselling author Dan Heath’s book *Upstream: The Quest to Solve Problems Before They Happen*. Dan, who delivered an inspiring online talk on July 6, 2020 to celebrate Parachute’s National Injury Prevention Day, nails just how challenging prevention, or upstream, efforts can be:

“We tend to favor reaction: Because it’s more tangible. Downstream work is easier to see. Easier to measure. There is a maddening ambiguity about upstream efforts... Downstream efforts are narrow and fast and tangible. Upstream efforts are broader, slower, and hazier – but when they work, they really work. They can accomplish massive and long-lasting good.”

The strategic plan sets out a focused journey to continue Parachute’s important work for the next three years with enough flexibility to address emerging or new issues, while remaining current with and responsive to our partners.

Finally, we renewed our board governance in 2020, recruiting 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 our board vice-chair, Donna Wilson, Executive Vice President with the Provincial Health Services Authority in B.C., after her six years of service. Donna and I have worked together closely for many years and I want to acknowledge her tremendous contribution to our board.

Parachute's Strategic Plan, 2021-23

In the years of Parachute's third strategic plan, covering 2021 to 2023, we are committed to continuing our journey to change how Canadians think about and prevent serious injuries.

Parachute has:

- an important role in preventing unintentional injuries in this country
- a seat at key tables to lead and influence
- an instrumental role in convening and connecting diverse local, regional, provincial and national players
- position as the national leader to share injury prevention strategies and best practices with partners and the public



Strategic priorities, 2021 to 2023

Lead and influence nationally

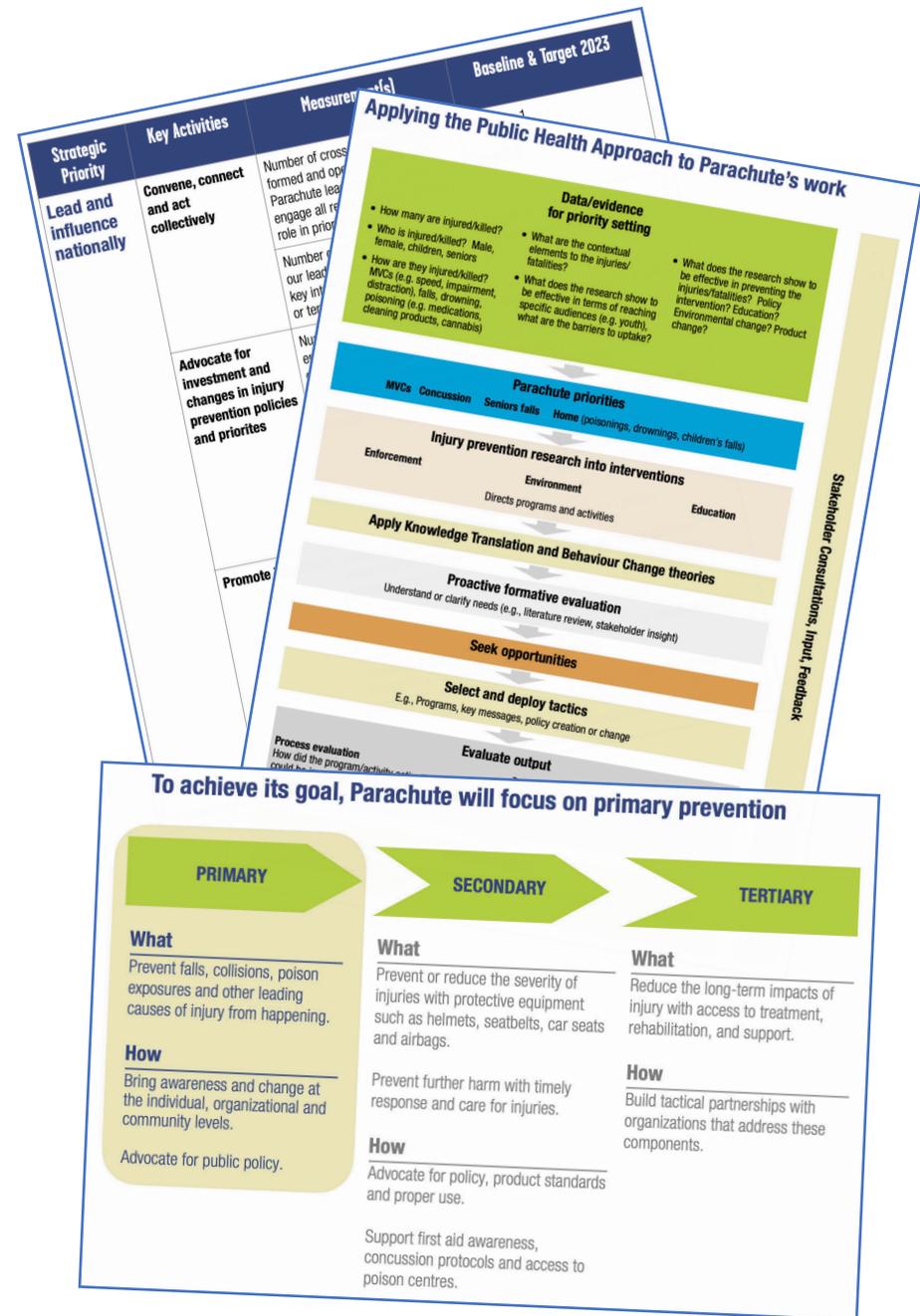
- Convene, connect and act collectively
- Advocate for investment and changes to injury prevention policies and priorities
- Promote Parachute as the “go to” organization for injury prevention

Address urgent injury issues

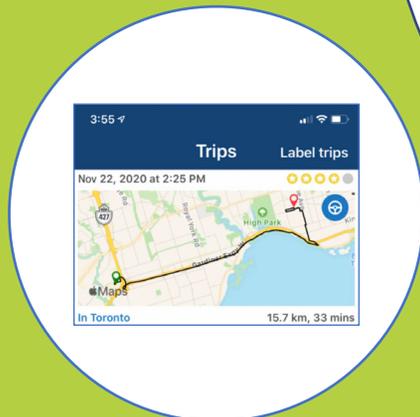
- Translate knowledge and evaluate effectiveness and impact
- Develop and amplify programs
- Engage stakeholders
- Train and educate

Sustain and expand sources of revenue

- Grow social enterprise revenues
- Grow research revenues
- Sustain and grow current corporate funders
- Sustain government funders
- Grow total revenues



Vision Zero



The vision: zero serious injuries and deaths due to collisions on our roads.

Vision Zero, beginning in Sweden in 1995, takes a different approach to road safety: while individual behaviour changes prevent collisions, there also needs to be systemic changes to how our vehicles, roads, and cities are built, and to how rules are set and enforced.

Parachute, thanks to funding from its partner **Desjardins**, is a Canadian lead for this international movement, supporting jurisdictions across the country developing Vision Zero goals and implementing plans to meet them. **Valerie Smith**, Parachute's Director, Programs, serves on the board of the **Canadian Association of Road Safety Professionals**.

National leadership

Parachute's team continued to produce relevant and timely resources for its network of nearly 600 professionals working in road safety, distributed through its quarterly e-newsletter, **Word on the Street**.



Pamela Fuselli at the Stockholm Road Safety Summit 2020

The cover features the Parachute Vision Zero logo at the top center, which consists of a blue circle with a white outline and the text 'Parachute Vision Zero' inside. The logo is flanked by four green circles of varying sizes. Below the logo, the text 'Case Study Series' is written in bold, followed by 'Issue 9: September 2020'. A large dark blue circle in the center contains the title 'Changing perceptions on Vision Zero in Canada: A media audit' in white. At the bottom, the website 'parachute.ca/visionzero' is listed.

Parachute Presents online webinar series

With in-person networking and seminars not possible during COVID-19 restrictions, Parachute developed a webinar series, Parachute Presents, featuring online panels that drew together experts from across Canada to discuss:

- Thinking Differently: A look at Canadian cities' immediate response to COVID-19 to make space for social distancing
- Imagining car use and road safety post COVID-19
- Why are cars made to go that fast? Speeding and road safety during COVID-19
- Perceptions of Vision Zero in Canada, featuring four journalists who cover road safety

Parachute Vision Zero presents:
Thinking Differently - A look at Canadian cities' immediate response to COVID-19 to make space for social distancing
 Friday, May 8, 2020 — noon to 1 p.m. EDT
 Join Parachute's President and CEO, **Pamela Fuselli**, in conversation with a panel of experts to discuss the current and next phase of Canadian road use post-COVID-19 as restrictions are lifted.
Bartek Komorowski
 Planning Advisor
Brent Toderian
 Urban design and planning consultant

Parachute Vision Zero presents:
Imagining Car Use and Road Safety Post COVID-19
 Supported by Desjardins
 Friday, May 15, 2020 — 2 to 3 p.m. EDT
 Join Parachute's President and CEO, **Pamela Fuselli**, in conversation with a panel of experts to discuss international examples such as Milan's proposal to permanently reallocate street space from cars to cycling and walking following the COVID-19 crisis, what this could look like in a Canadian context and how we can all advocate for changes.
Rachel MacCleary
Robin Mowbray
 Journalist

Parachute Vision Zero presents:
Why are cars made to go that fast? Speeding and road safety during COVID-19
 Friday, May 29, 2020 — 1 to 2 p.m. EDT
 Join Parachute's President and CEO, **Pamela Fuselli**, in conversation with a panel of experts to discuss the road safety and public health concerns due to the recent spike in speeding and stunt driving on now-emptier roads across Canada, the reasons why drivers speed, and what we can do about it.
Ken Lindhardtsen
 Vice-President of Accident Benefits and Benefits and Bodily Injury for Desjardins
David Mole
 Product Planning Manager
 Volvo Cars Canada
Sgt. Kerry Schmidt
 Ontario Provincial Police
 Highway Safety Division
Dr. Christine Wickens
 Independent Scientist
 with the Institute for Mental Health Policy Research at the Centre for Addiction and Mental Health

Parachute Vision Zero presents:
Perceptions of Vision Zero in Canada (audio only)
 The final panel conversation in our 2020 Vision Zero Panel Series presented by Desjardins
 Wednesday, December 2, 2020 — 2:30 to 3:30 p.m. EST
 Join Parachute's President and CEO, **Pamela Fuselli**, in conversation with a panel of journalists from across Canada to discuss perceptions of road safety in our communities and Vision Zero measures being implemented by Canadian jurisdictions. Are they working? Do people think they're working?
Jason Magder
 Transportation reporter
 Montreal Gazette
Ben Spurr
 Transportation Reporter
 Toronto Star
Elizabeth Payne
 Reporter
 Ottawa Citizen
Jason Tahir
 Freelance journalist and columnist
 Vancouver, B.C.
 Sign up at parachute.ca/webinar
 Supported by Desjardins

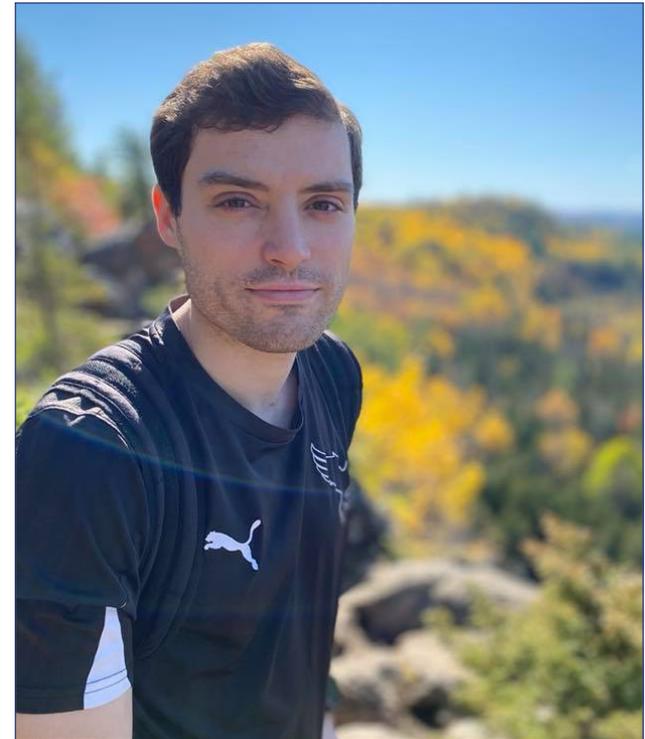


Canada's Safest Driver

Canadian residents with a valid driver's licence were eligible to participate in this skills-based contest run by Parachute in fall 2020 and sponsored by **Desjardins**, which offered a grand prize of \$10,000 and several other smaller prizes to those who scored the highest number of points for safe driving behaviours.

Participants downloaded the Canada's Safest Driver app, which then tracked and measured five driving behaviours: speed, braking, acceleration, cornering, and phone distraction.

Drivers who took part in the contest quickly learned how to improve their driving behaviours and, while some drivers found their improvements hard to sustain, the riskiest drivers decreased their dangerous driving by 30 per cent overall.



Contest winner **Julian Piccioli**



National Teen Driver Safety Week

Held from October 18 to 24, National Teen Driver Safety Week, sponsored by **Desjardins** and **CN**, focused on the theme #SpeedIsNoGame. It also promoted messaging around rail safety as well as the negative effects of cannabis impairment, alcohol impairment and distraction on driving ability.

Due to COVID-19 restrictions, usual community-based activities such as school assemblies and Positive Ticketing activities weren't held, moving the focus to online and out-of-home (billboard) communications. Student designers, through a Registered Graphic Designers Designathon to support non-profit organizations, developed the campaign artwork in the style of video games.

We engaged two Canadian influencers popular with teens to create and share their own messaging on social media throughout NTDSW.

Total impressions for the campaign in October 2020: **74.8 million.**



Composer and travel video producer **Andrew Gunnadie** (aka Gunnarolla) has 91,700 YouTube subscribers and created a video and song promoting road safety that he shared with his followers.



Québec Youtuber, **Élie Pilon**, with 66,700 followers, produces rapid-fire rant-style musings on a wide range of topics: this time, about speeding on our roads.

F1 driver Nicholas Latifi: spokesperson for #SpeedIsNoGame

Canadian Formula One Driver **Nicholas Latifi**, with **Williams Racing**, became a volunteer spokesperson for Parachute's road safety work, lending his image and endorsement to our 2020 #SpeedIsNoGame theme during National Teen Driver Safety Week.

The spot ran on billboards across Canada donated by **Astral** (Bell Media), **Media City** and **Outfront Media**, earning 43.2 million impressions.

The Williams' team also created a video of Nicholas trackside, shared with Nicholas's fans and followers on social media during NTDSW.

"As a Formula One driver, I know how dangerous speed can be," he said. "The stats are pretty grim. Road crashes are the second-leading cause of death among young Canadians."



Road safety

A person wearing a yellow safety vest over a blue shirt and dark pants is standing and holding a red octagonal stop sign with the word "STOP" in white. The person is pointing their left arm towards the right.

STOP



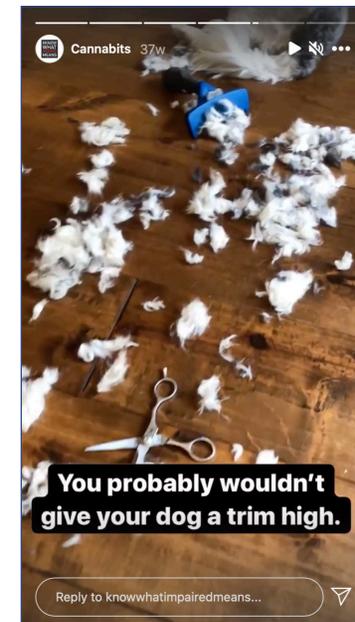
Parachute's leadership in road safety has led to further partnerships with government and corporations to create programs and campaigns that aim to make our streets safer for all road users.

#KnowWhatImpairedMeans and #HaveThisTalk

In 2020, Parachute launched phase two of this awareness campaign, funded by **Health Canada**, to educate young drivers about the dangers of driving under the influence of cannabis.

We created a series of humorous videos for TikTok on our #KnowWhatImpairedMeans theme. These featured the disastrous results of doing things while high that require co-ordination and concentration, such as grooming your dog. The videos made the point that driving skills are also negatively affected by cannabis consumption.

We also created messaging for parents of teens urging them to address the issue of cannabis use and driving with their kids, resulting in two PSAs, “Father-son” and “Mother-daughter”. These urge families to “Have This Talk” about cannabis impairment. These videos had more than **11,000 plays** and **53.9 million views** on TV, thanks to donated airtime from **Bell Media**.



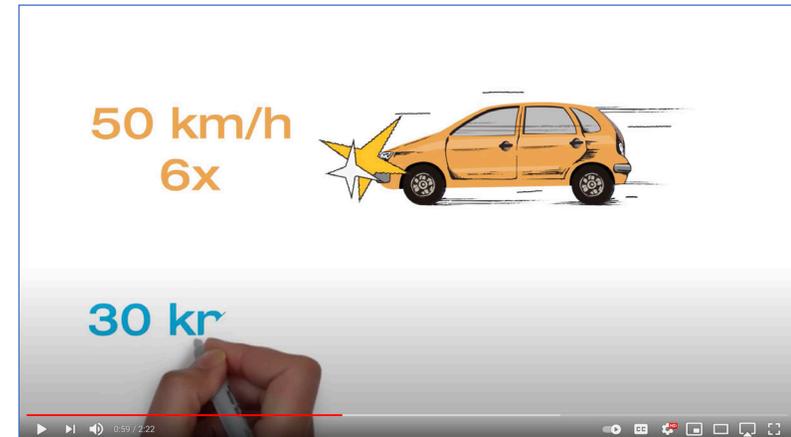


Elementary Road Safety

In partnership with **Aviva**, Parachute continued promoting and growing its Elementary Road Safety program in 2020.

Despite setbacks in bringing new schools into the program due to COVID-19 restrictions, we:

- Created a new animated video to promote the program
- Convened an online webinar panel, School Zone Safety and COVID-19, that had 144 participants and a further 250 views on YouTube.



Parachute presents:
School Zone Safety and COVID-19

Wednesday, July 15, 2 to 3 p.m. EDT

Join Parachute's President and CEO **Pamela Fuselli**, in conversation with our panel on school zone safety, to discuss how physical distancing measures may affect safety in school zones in neighbourhoods across Canada.

Cst. Randy MacDonald
Residential Traffic Safety Unit
Calgary Police, AB

Jennifer Paquet
Parent, Phoebe Gilman P.S.,
East Gwillimbury, ON

Leslie Maxwell
School Travel Planning Supervisor
Student Transportation Services of
Waterloo Region

Sign up at
parachute.ca/webinar-em

Supported by

A photograph of a school zone sign. The sign is white with a black border and features a yellow triangle with a black silhouette of two children walking. Above the triangle is the text "SCHOOL SAFETY ZONE" and below it is "DRIVE SLOWLY". The sign is mounted on a post in front of a residential street with trees and a house in the background.



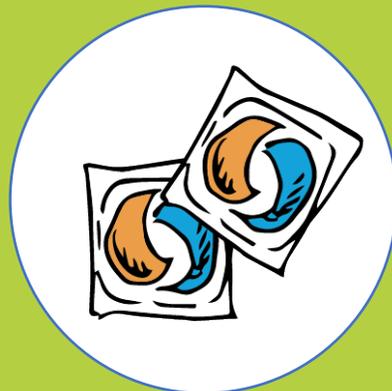
Back to School Survey

In partnership with **Aviva**, Parachute developed and released a national survey of 1,500 parents of elementary school children gauging the effect of COVID-19 on children's in-class attendance and how they travel to-and-from from schools.

- Media interest was high, with **16.4 million media impressions** and coverage by the **Toronto Star**, **Radio-Canada Edmonton**, **Radio-Canada New Brunswick** and **TVA Nouvelle**.
- A key finding of the survey: Even though a quarter of elementary students nationwide were no longer attending class in person in fall 2020, parents felt school zone traffic congestion and driver behaviour had gotten worse, not better.



A new focus on poison prevention



Poisonings are on the rise in Canada. In 2017, twice as many people died due to unintentional poisonings compared to transport-related injuries.

That's just one of the many trends revealed in the **Evidence Summary on the Prevention of Poisoning in Canada**, co-written by Parachute and University of Alberta's Injury Prevention Centre, and released on November 5, 2020.

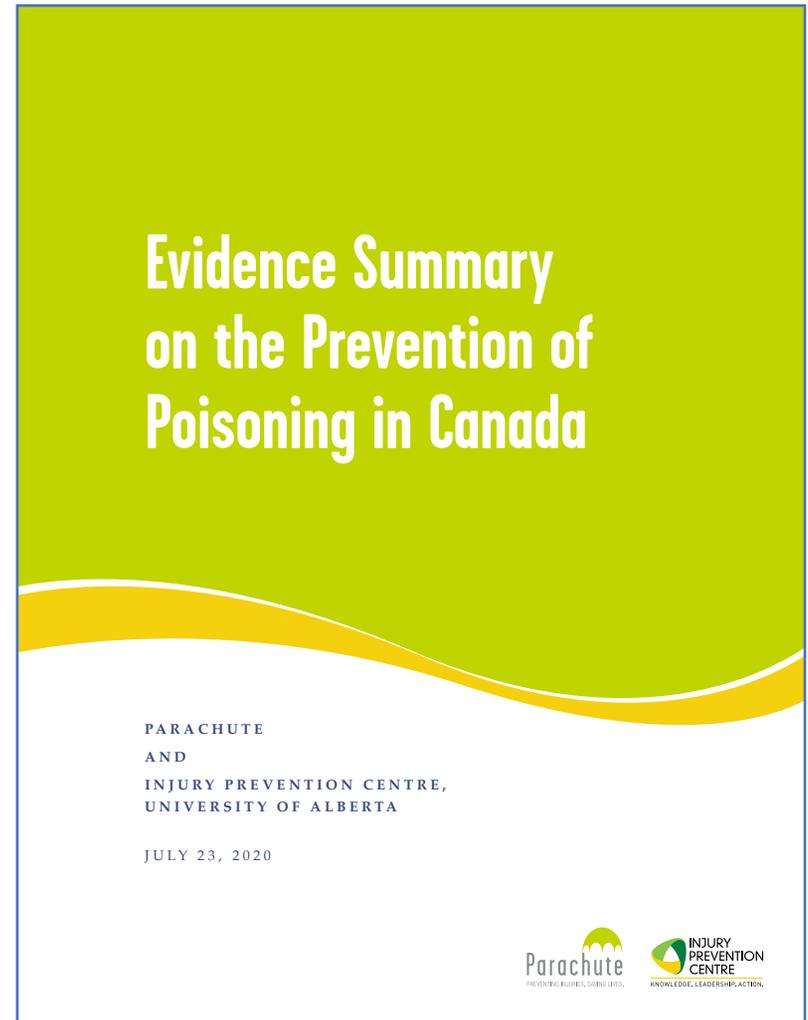
Parachute's leadership in this field continues to grow as new poison challenges arise, from toddlers accessing edible cannabis to adults sickened by cleaners and sanitizers in greater use due to COVID-related cleaning.

Evidence Summary on the Prevention of Poisoning in Canada

This 67-page report, the first of its kind in Canada, analyzes and summarizes data on poisoning in Canada as provided by Canada's five poison control centres and the **Public Health Agency of Canada**. The Evidence Summary, written by **Parachute** and the **Injury Prevention Centre, University of Alberta**, describes the current poisoning problem in Canada to inform current and future prevention initiatives.

Approximately 4,000 Canadians die each year due to poisoning. Unintentional poisoning, in particular, is a much larger public health issue in Canada than most realize. Opioids have become a major cause of morbidity and mortality across Canada: Hospitalizations due to opioid poisonings increased by 27 per cent from 2013 to 2017.

The report concludes with recommended actions and promotes best practices, based on the evidence. CBC's national online news site covered the report's release, as did several CBC affiliates.



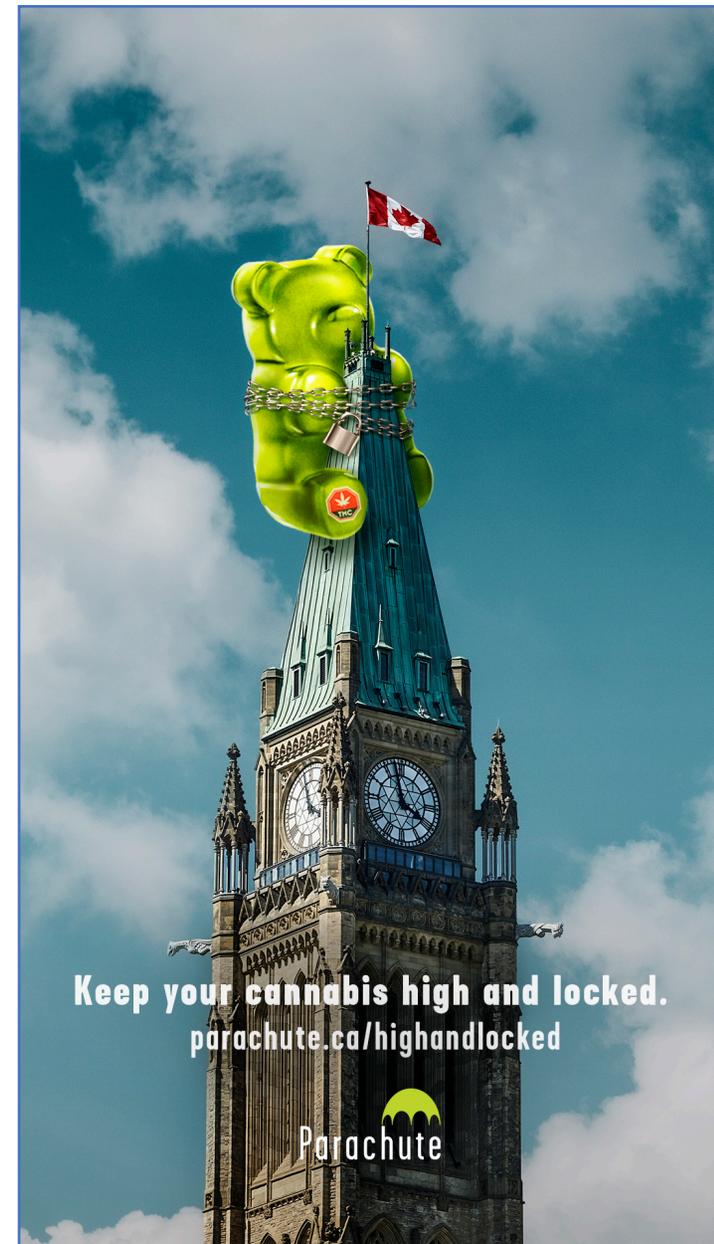
#HighAndLocked

In June 2019, **Health Canada**, through its Substance Use and Addictions Program, awarded Parachute a four-year contract to expand its #PotCanPoisonKids awareness campaign to educate Canadian parents about the health hazards of children inadvertently consuming cannabis edibles.

In February 2020 Parachute delivered a webinar training for 55 professionals from across the country.

The first public phase of the campaign rolled out in March 2020, focused on safe storage of cannabis edibles at home after a research survey of parents in Canada discovered that they understood cannabis edibles could harm their children, but had low awareness of the best practices to store them safely: out of reach (high), as well as secured (locked).

The campaign garnered **137 million impressions** on billboards donated by **Branded Cities** and through promoted social media posts, included a partnership with **Today's Parent**. These drove **178,000 visits** to Parachute's website for more information on safe storage of cannabis and other household items that can be poisonous for children.





National Poison Prevention Week 2020

Parachute's partners across Canada used the theme #RethinkPoisons to raise awareness about poisons in the home. Parachute leveraged this theme to focus on inadvertent cannabis poisoning in children and our partners incorporated #HighAndLocked into their **Poison Prevention Week** campaigns and messaging. Parachute distributed Safety 1st cabinet locks to families through our partner network and provided grants to six communities in B.C., Alberta, Ontario, Nova Scotia and Saskatchewan.

An infographic titled "CANNABIS POISON PREVENTION" with a cannabis leaf icon. It contains several statistics and tips. A circular chart shows 88% of Canadian parents agree it's easy for a child to mistake cannabis edibles for candies or sweets. Another circular chart shows 25% of Canadian parents who consume edibles properly store their edibles. A bar chart shows that since 2013, calls to poison centres for cannabis-related poisonings in children and youth have doubled. A green box titled "Why cannabis and kids don't mix" lists that children's small body size and weight make them more vulnerable to cannabis poisoning, and that cannabis edibles often resemble common snacks like cookies, brownies, and gummy candies. A white box titled "How to prevent poisonings" lists tips such as always keeping cannabis products in their original, child-resistant packaging, ensuring products are properly resealed and re-stored after each use, storing products in a high-up, locked cabinet, drawer or cupboard, avoiding using cannabis products in front of children, and keeping purses and bags away from children. At the bottom, it states that only 40% of Canadian parents report knowing about local poison control resources and advises to contact the local poison centre in case of unintentional poisoning. The infographic also includes the Parachute Poison Prevention Week logo and a disclaimer.

CANNABIS POISON PREVENTION

88% of Canadian parents agree that it's easy for a child to mistake cannabis edibles for candies or sweets

25% of Canadian parents who consume edibles properly store their edibles

Since 2013, calls to poison centres for cannabis-related poisonings in children and youth have **doubled**

Why cannabis and kids don't mix

- Children's small body size and weight make them more vulnerable to cannabis poisoning
- Cannabis edibles often resemble common snacks, such as cookies, brownies and gummy candies. Children may be unable to tell the difference and unknowingly consume a large amount quickly

How to prevent poisonings

The easiest way to prevent poisoning from cannabis is to safely store your cannabis products. Follow these simple tips:

- Always keep cannabis products in their original, child-resistant packaging;
- Ensure cannabis products are properly resealed and re-stored after each use;
- Store cannabis products in a high-up, locked cabinet, drawer or cupboard, where children can't see or reach them;
- Avoid using cannabis products in front of children. Children like to copy everything their parents do.
- Keep purses and bags belonging to you or visitors away from children. They may contain cannabis products or other harmful poisons.

Only 40 per cent of Canadian parents report knowing about local poison control resources. Remember to keep your local poison centre phone number stored in your cellphone or in a visible location, such as on your fridge.

If unintentional poisoning occurs, contact your local poison centre. In case of loss of consciousness or difficulty breathing, call 911.

Visit parachute.ca/poisoning to learn more about how you can #RethinkPoisons.

This material is made possible through a financial contribution from Health Canada; the views expressed herein do not necessarily represent the views of Health Canada.

#CheckForPoisons NEW!

Due to COVID-19 restrictions, communities couldn't hold community-based family safety fairs during Safe Kids Week promoting poison awareness and prevention: Instead, we moved the theme of #CheckForPoisons to a digital awareness campaign in June, supported by **Hydro One**. We worked with partners across Canada and reached parents directly through social media and media, including **Today's Parent**.

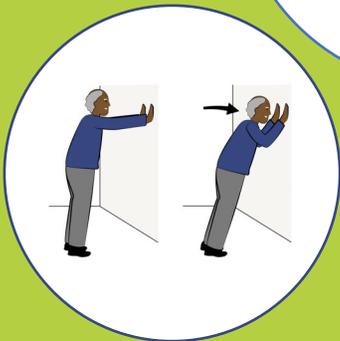
We created a Poison Storage Checklist as well as Parent and Caregiver Tips to Prevent Child Poisoning, both focused on increased poisoning issues resulting from families spending more time at home.

Our poison partnerships

In addition to working with the Injury Prevention Centre, Health Canada, and the Public Health Agency of Canada, Parachute continues to build poison prevention awareness projects with Canada's five regional poison centres, the **Canadian Centre on Substance Use and Addiction**, and participates in the **Canadian Surveillance System for Poison Information** network.



Expanding our work to prevent seniors' falls



Falls are the No. 1 cause of injury for Canadian residents 65 years and older; 61 per cent of injury-caused deaths in seniors stem from falls.

Parachute and others active in injury prevention across Canada have identified seniors' falls as a crucial public health issue that will only worsen as our population ages.

In 2020, the **Pan-Canadian Seniors' Fall Prevention Network** project resulted in new information added to our online hub at parachute.ca, and we have increased our advocacy, networking and education both for the public and for health professionals.

#FallPreventionCanada and the Brittlestar campaign

Thanks to a grant from **Community Foundations of Canada**, in summer 2020 we developed resources and an awareness campaign to encourage seniors to stay active, even as they needed to isolate due to COVID-19.

Parachute partnered with comedian Stewart Reynolds **@brittlestar** and his real-life mother, Bette **@reynolds.bette** to create humorous scenarios middle-aged caregiving adults and their older parents recognized instantly in 2020: the socially distanced check-in video call.

Three videos point to Parachute's fall-prevention resources developed as part of this #FallPreventionCanada campaign, which include Tips for Caregivers and a guide to Adding Movement to Your At-Home Routine.

More than 175,000 of Brittlestar's fans saw the videos and the overall campaign drew 2.7 million impressions on social media.



Canadian Fall Prevention Virtual Conference 2020

An in-person conference, slated for June 2020 in Saskatchewan, was cancelled due to COVID-19 travel and gathering restrictions. Parachute's team, working closely with the conference's planning committee, reshaped the event to be a five-day virtual conference hosted by Parachute, featuring 10 presentations over five days held during November, Fall Prevention Month.

More than 100 practitioners across Canada gathered online. Conference sessions covered both seniors' falls and injuries caused by falls in children, the leading cause for emergency-department visits and hospitalizations for those under age 15.



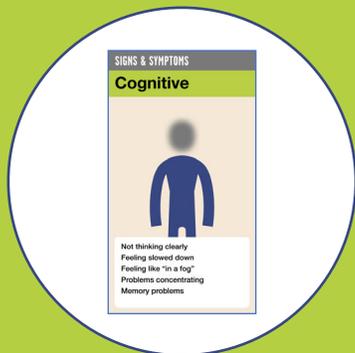
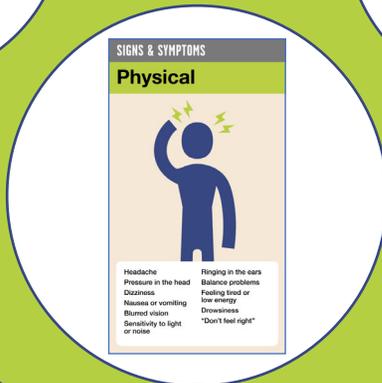
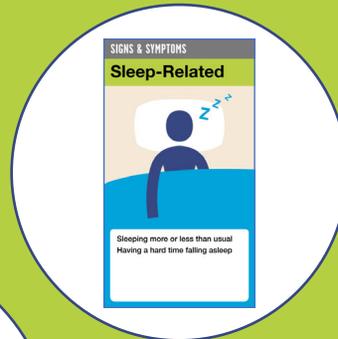
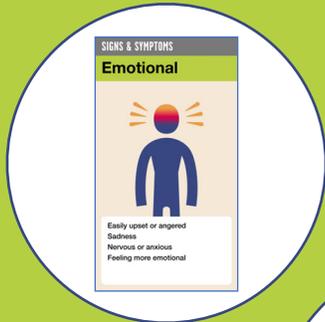
Partnerships and advocacy

Parachute has created alliances with a wide range of organizations focused on seniors to move fall prevention awareness to the forefront of the work they do to support healthy seniors . These organizations include:

- **AGE-WELL National Centre of Excellence**, developing technologies and services for healthy aging
- **Canadian Association of Occupational Therapists**
- **C.A.R.P. Ottawa Chapter**
- **National Institute on Ageing**, based at Ryerson University
- **ParticipACTION**

Parachute's goal is to expand these alliances to include partners outside of the health sector, for example in construction, design, and real estate. Together we will pursue raising awareness and educating the public and professionals and improvements to policies, codes, standards and the enforcement of these to change our built environment, in our homes and in our communities so that they enable seniors (and everyone) to live safe, healthy, active and independent lives for as long as possible. These initiatives cover everything from visitability and bathroom design to new standards for stairs.

Promoting concussion prevention, recognition and management



Parachute continues in its leadership role, consulting with sport organizations across the country to review resources, policies and practices related to concussion prevention, recognition and management.

We also serve on the executive of the **Canadian Concussion Network**, created in 2020 "to promote innovative and collaborative research across Canada to answer the concussion challenge." This is a five-year project funded by the **Canadian Institutes of Health Research**.

#CheckForConcussion

In 2020, Parachute wrapped Phase 2 of its Concussion Harmonization Project, supported by the **Public Health Agency of Canada**. Parachute completed the Concussion Harmonization Implementation and Evaluation in Canada (CHAIMP) study with the **Sport Injury Prevention Research Centre, University of Calgary**, to identify barriers and facilitators for sport-concussion protocols and develop an implementation toolkit. Parachute, **Holland Bloorview** and **University of Toronto** launched the SCHOOLFirst website, an interactive resource to help educators be concussion champions and support students with a concussion within a school setting.

Parachute, working with agency **Mass Minority**, developed the public awareness #CheckForConcussion campaign and created French and English video public service announcements and billboards featuring:

- Olympic ice dancing gold medallist **Scott Moir**
- Paralympian and World Champion wheelchair basketball **Cindy Ouellet**
- World champion downhill skier **Steve Podborski**, Parachute's CEO from 2017 to 2019
- Olympic hockey gold medallist **Marie-Philip Poulin**

The campaign ran in January and February 2020, drawing more than **380 million media impressions** from TV PSA broadcasts donated by **Bell Media**, billboards and digital screens donated by **Astral Bell Media**, **Branded Cities** and **Media City**, and social media sharing. The campaign drove more than **60,000 visitors** over two months to Parachute's concussion information webpage.



Intimate partner violence (IPV) and concussion

Parachute partnered with the **Acquired Brain Injury Research Lab, University of Toronto**, for a project funded by the **Community Foundations of Canada**, “Supporting women survivors of intimate partner violence and brain injury”.

The goal: to develop resources to improve recognition and clinical care of survivors of IPV and traumatic brain injury during the COVID-19 pandemic and beyond.

In 2020, we hosted two virtual summits in November and December with 30 stakeholders, including women survivors, service providers, researchers and decision-makers.

Smart Hockey

Parachute worked with **Injury Prevention Centre Alberta** and **Hockey Alberta** to distribute 31 Smart Hockey Concussion Kits in the 2020-2021 hockey season. While minor hockey in Alberta had to be suspended at times due to COVID-19 restrictions, we were able to distribute the Smart Hockey Concussion Kits as planned in fall 2020, thanks to our sponsor **Scotiabank**.

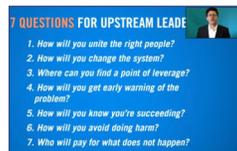
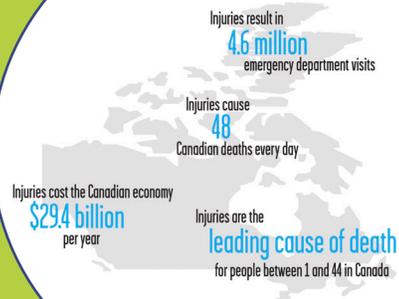
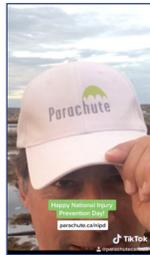
To expand our reach beyond Alberta, we made the complete Smart Hockey Concussion Kit available digitally at **parachute.ca/smarthockey** for coaches, parents, and players to access across Canada.

Collaborations

Our collaborative work with National Sport Organizations included:

- Developing concussion education toolkits with **Water Polo Canada**
- Developing a pan-Canadian policy, implementation plan and customized recognition tool with **Special Olympics Canada**
- Delivering a concussion education workshop for umpires with **Softball Canada**
- Reviewing digital content for **Ringette Canada** and **Water Ski & Wakeboard Canada**

Our national leadership in injury prevention



As Canada's leading charity dedicated to injury prevention, we know none of our work would be successful if we worked alone.

We have formal relationships with **BC Injury Research and Prevention Unit**, the **Alberta Injury Prevention Centre**, the **Atlantic Collaborative on Injury Prevention**, **Trauma Association of Canada** and the **Traffic Injury Research Foundation**. We work with many more organizations across the country with whom we have enjoyed decades of collaboration. This ensures Parachute has a pan-Canadian perspective reflected in our work.

We partner with health units, hospitals, poison centres, school boards, police forces, traffic planners, health organizations and media partners to spread education, share resources, and assure regional concerns are reflected in our national work.



National Injury Prevention Day

Despite this year's COVID-19 pandemic, Parachute's fourth annual National Injury Prevention received strong support across all Canada.

With 42 landmarks lighting Parachute green and 13 cities proclaiming July 6, 2020 as National Injury Prevention Day, the event garnered **1.9 million media impressions** for **#ParachuteNIPD** and **3.2 million social media impressions** for **#TurnSafetyOn**. Both Canada's Health Minister, **The Hon. Patty Hajdu**, and Canada's Chief Public Health Officer, **Dr. Theresa Tam**, posted about NIPD.

To replace in-person celebrations of NIPD, Parachute created our first TikTok video, creating a "Pass the hat" challenge: Parachute staff and supporters filmed themselves with a Parachute hat that "travelled" from sunrise on the Atlantic Ocean in Fogo Island, NL, through Quebec and Ontario, and ended in sunset on the Pacific Ocean in British Columbia.

On July 6, Parachute hosted an online talk by New York Times bestselling author **Dan Heath**. The author of the book *Upstream* shared solutions for preventing problems, rather than reacting to them, in conversation with **Pamela Fuseli**, President and CEO of Parachute. The event drew more than 400 attendees.





Brain Waves 15th anniversary

Brain Waves, a free, informative and fun half-day neuroscience presentation for students in grades 4 to 6, celebrated its 15th anniversary in 2020 after reaching more than a quarter-million children across Canada.

The program has evolved over the years to support 23 Brain Waves sites across Canada, where volunteer co-ordinators – veteran volunteer instructors – train others to present the course that includes activities from taste bud mapping to proper helmet fitting. Parachute provides activity booklets for the students, training and presentation materials, and the ever-popular Jell-O brain mould.

While COVID-19 reduced our ability to work in schools in 2020, over the years more than 9,000 volunteers have delivered the program, sponsored by **Economical Insurance**, in more than 6,000 classrooms across the country. Since 2014, when course materials became available digitally, downloaded materials have reached an estimated 62,000 children in classrooms, at Guides or Scouts, or as part of other enrichment activities for kids.



Our reach:

800 million

Impressions from all sources

180.3 million

media impressions from print and broadcast appearances including: Toronto Star, Globe and Mail, Ottawa Citizen, Montreal Gazette, Global News, Radio-Canada, CTV Montreal, CBC News Health, Global News



522.8 million

impressions from donated digital billboards, mallboards and TV airtime space



96.8 million

social media impressions from Facebook, Twitter, Instagram, TikTok, LinkedIn and YouTube.



Our expertise

Parachute staff provide injury-prevention and knowledge translation expertise in a wide range of endeavours.

President and CEO **Pamela Fuselli** served on a coroner's jury in fall 2020 related to the 2017 death of a nine-year-old Ontario boy, Horatio McLeod, following an ATV rollover.

She also serves on the injury prevention committee of the **Canadian Paediatric Society**, the Board of Directors for the **Canadian Drowning Prevention Coalition**, the **Trauma Association of Canada's** Injury Prevention Working Group, and **Canadian Standards Association's** Technical Committees, as well as oversees the Secretariat for the **Canadian Collaborating Centres on Injury Prevention**.

Publications in peer-reviewed journals in 2020 with Parachute co-authorship:

BMC Public Health

The youth concussion awareness network (You-CAN) - a school-based peer-led intervention to improve concussion reporting and social support: the protocol for a cluster randomized trial.

Clinical Journal of Sports Medicine

Co-designing a Toolkit to Help Sport Organizations and Key Stakeholders Implement the Canadian Guidelines on Concussion in Sport

Injury Prevention

State-of-the-art review: preventing child and youth pedestrian motor vehicle collisions: critical issues and future directions.

Parachute presented at **Sport for Life**, the **Trauma Association of Canada** and the **Canadian Knowledge Mobilization Forum**.

Parachute's Expert Advisory Committee, 2020

Dr. Alison Macpherson (Chair)
PhD

Dr. Emilie Beaulieu
MD, MPH, FRCPC

Dr. Kathy Belton
MEd, PhD

Dr. Emma Burns
MD, FRCPC

Dr. Liraz Fridman
PhD

Stephanie Cowle (ex-officio)

Dr. Audrey R. Giles
BPHE, BA, PhD

Pamela Fuselli
BSc, BHA, MSc
Ex-Officio

Dr. Richard Louis
MD, MHM

Morag Mackay

Megan Oakey

Dr. Kelly Russell
PhD

Parachute's staff



Margarita Boichuk
Specialist, Digital and Social Media



Stephanie Cowle
Director, Knowledge Translation



Janice Eales
Director, Fund Development



Michael Gemar
Manager, Technology and Creative Services



Rachel Lamont
Co-ordinator, Knowledge Translation and Programs



Nicky Lightstone
Manager, Fund Development and Administration



Linda Neal
Vice President, Finance and Administration



Brad Offman
Chief Corporate Relations Officer



Sandra Padovani
Specialist, Communications



Anuisa Ranjan
Co-ordinator, Knowledge Translation and Programs



Valerie Smith
Director, Programs



Julie Taylor
Manager, Knowledge Translation and Programs



Kelley Teahen
Vice President, Communications and Marketing



David Wilson
Manager, Office Operations and Program Delivery

Our partners and donors

\$250,000+



\$100k-\$249,999



\$25k-\$99,999



Ministry of Transportation of Ontario
Power Corp
Saskatchewan Government Insurance (SGI)
Osler, Hosking & Harcourt LLP

\$10k-\$24,999



Media sponsors



Our financials

STATEMENT OF FINANCIAL POSITION As at December 31, 2020

ASSETS	
Cash	\$1,097,685
Accounts receivable	542,574
Prepaid expenses	24,607
	<hr/>
	1,664,866
Property and equipment	24,165
	<hr/>
	\$1,689,031

LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and other	\$139,146
Deferred contributions	595,765
	<hr/>
	734,911
Net assets	954,120
	<hr/>
	\$1,689,031

STATEMENT OF OPERATIONS For the year ended December 31, 2020

REVENUE	
Grants	\$1,367,575
Sponsorship	1,104,000
Program fees	501,457
Contributions	319,007
Other revenue	3,807
	<hr/>
	\$3,295,846

EXPENDITURES	
Personnel costs	\$1,324,947
Costs of services and materials	984,664
Rent and office administration	136,206
Travel and conferences	41,675
Information technology	43,467
Marketing	27,991
Amortization	9,900
	<hr/>
	\$2,568,850
Excess of revenue over expenditures for the year	<hr/>
	\$726,996

The above financial summary is an excerpt from Parachute's audited financial statements.



PREVENTING INJURIES. SAVING LIVES.

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