

# Strategic Plan Summary, November 2013

To view the full plan, visit [www.parachutecanada.org/strategicplan](http://www.parachutecanada.org/strategicplan)

<b>Vision</b>	<b>An injury-free Canada... with Canadians living long lives to the fullest</b>	
<b>10-year Goal for Canada</b>	<b>Achieve the lowest injury rate of OECD nations</b>	
<b>3-year Milestone</b>	<b>25% reduction in preventable injuries</b>	
<b>Strategic Action Priorities</b>	<b>Establish Parachute as national leader</b>	<ul style="list-style-type: none"> <li>• Galvanize and focus national action on preventable injuries</li> <li>• Mobilize high impact injury prevention efforts within a national network of leading injury prevention experts, high profile spokespersons and strategic partners</li> <li>• Set, track, and monitor national progress against goals and targets</li> <li>• Attract new investment in injury prevention</li> </ul>
	<b>Build awareness and understanding</b>	<ul style="list-style-type: none"> <li>• Design and launch a national public campaign to actively increase awareness and understanding of preventable injury and Parachute</li> <li>• Work with partners to align and leverage prevention messaging and resources across Canada</li> <li>• Generate nation-wide acceptance and understanding that “injuries are predictable and preventable”</li> </ul>
	<b>Actively inform dialogue on public policy</b>	<ul style="list-style-type: none"> <li>• Share leading practices and policy models that have a proven impact on injury reduction</li> <li>• Develop an evidence-based framework for injury prevention that serves as a guide for federal, provincial, territorial and local policy-makers</li> <li>• Build capacity within organizations and communities; support widespread adoption of public policy in identified priority areas</li> </ul>
	<b>Design solutions and mobilize knowledge</b>	<ul style="list-style-type: none"> <li>• Develop and launch a national online knowledge hub and provide access to centralized, credible, evidence-based injury prevention solutions</li> <li>• Establish expert advisory structures and a decision-making framework to support an evidence-based approach to solution development and dissemination</li> <li>• Establish relationships with injury prevention community partners to build capacity to deliver solutions</li> <li>• Actively support broad-based implementation of solutions, including robust tracking and reporting of delivery effort and outcome</li> </ul>

National development sponsor

