



Signature Activity Guide

Take part in Parachute Safe Kids Week, happening June 3 to 9, 2019 in communities across Canada, with a focus on the topic of **preventing harm from children's falls in the home and at play.**

Whether you represent a school, public health team or a community organization, this is a great opportunity to raise awareness of child fall prevention. Run the recommended #FallProofYourHome Challenge and/or the other suggested activities, or come up with your own variation and show us on social media using the hashtags **#FallProofYourHome and #SKW2019.**

I'm in! What's next?

Step 1: Plan date and location

- Select a venue (school, community/recreation centre, library, safety village) and secure appropriate venue approvals as needed.
- This week is targeted mostly to kids and parents/caregivers, so try and make the location of your event safe and accessible to everyone in the community.
- Read our Backgrounder and Parent Tips available at parachutecanada.org/safekidsweek.
- Find partners to participate (teachers, early childhood educators, public health, community groups, police, fire department).
- Invite VIPs in your community to participate (e.g. local mayor, MPP).
- Pick a day, between June 3 to 9 and time. Choose a less-busy time of day if possible.
- Consider wearing colourful T-shirts and hats to draw attention to yourselves.
- Work with your local health unit, local police and other partners to share information about the event.
- Invite local media.

Step 2: Place your order for a Community Toolkit

Order your Community Toolkit at parachutecanada.org/safekidsweek, which you can use to promote the theme of Parachute Safe Kids Week 2019 – preventing harm from children’s falls in the home and at play.

The toolkit includes: Laminated #FallProofYourHome Checklist and damp-erase marker (40), Mini First-Aid Kit (40), *This is a Fall Proof Home* Window Decal (40), Colouring Sheets (5), Crayons (40), Parachute Safe Kids Week Postcards (40), *Alex at the playground* Storybook (1).

Step 3: Choose Event Activities

ACTIVITY: Take the #FallProofYourHome Challenge

Work with safety partners to host show-and-tells of how to take the #FallProofYourHome Challenge

1. Using your postcards, invite local police officers, firefighters and political staff of the Mayor’s office who have small children at home and encourage them to take the challenge.
2. Where possible, create a media event by recruiting a volunteer local celebrity who has children in the target range (infant to four years old) to go through their home with media in attendance to assess the home via the checklist. This could be done immediately prior to the community event and then the celebrity could speak to the checklist in action to the community members present.
3. Hand out the #FallProofYourHome Checklist and explain what to look for in the home to prevent harm from children’s falls.
4. Provide event participants with the Parent Tips to Prevent Child Falls for information on how to keep kids safe from falls in the home and at play.
5. Have kids colour the colouring sheets.
6. Encourage participants, once they’ve completed the #FallProofYourHome Challenge, to share it on social media. Participants can simply update their profile picture on Facebook to include the *I’ve completed the #FallProofYourHome* Challenge digital photo frame. Or participants can take a photo with their completed checklist and share it tagging @parachutecanada and @HydroOne with the hashtags #FallProofYourHome and #SKW2019. Get creative with your selfies and encourage your children to join in. See Social Media Guide for more details.
7. Encourage participants, after they have completed the #FallProofYourHome Challenge, to display the *This is a Fall Proof Home* decal on a window or door in their home to show their commitment toward creating a safer home to other parents, caregivers and visitors.

ACTIVITY: Family Experience & Information Table

- Have volunteers interact with kids and parents to complete the [#FallProofYourHome](#) colouring sheets.
- Distribute Parachute Safe Kids Week themed information items:
 - Parent Tips to Prevent Child Falls
 - Hand out promotional items to children and parents (#FallProofYourHome Checklist and damp-erase pens, Mini First-Aid Kits, and *This is a Fall Proof Home* Window Decals)

ACTIVITY: Alex at the playground Book Reading

Have volunteers interact with kids and parents to discuss fall prevention at the playground. Read the *Alex at the playground* Storybook, which also teaches about the importance of safe play, and taking turns.

Step 4: Engage community stakeholders and local media

Contact local radio, TV, newspaper and online media to invite them to cover your event.

Invite local councillors, Mayor and MPP to your event.

Step 5: Tell Parachute what you are doing!

Make sure to tell us about your planned events and activities by writing to safekidsweek@parachutecanada.org. This will allow us to support your efforts and share your event through our social media channels.

Step 6: Have your event!

Take lots of pictures and share them via social media hashtags: [#FallProofYourHome](#) & [#SKW2019](#) and tag @parachutecanada and @HydroOne. Engage with the public to share messages around preventing child falls in the home and at play.

Step 7: Let Parachute know how it went!

We'd love to know all about your events and activities. Send us pictures, stories, and statistics about how many people participated.