

Stop the Clock on Preventable Injuries in Canada

Every year, injury takes a staggering toll on children, seniors, families, and communities across the country. New data from **The Cost of Injury in Canada Report** quantifies the financial and societal burden on our citizens, our health care system and the Canadian economy.

The **financial costs** of preventable injuries are rising and unsustainable:

- \$27 billion lost to the economy annually
- 3.5 million visits to emergency rooms
- Over 60,000 permanent total and partial disabilities
- Injury costs Canadians more than heart and stroke disease

The **human costs** are catastrophic:

- 16,000 Canadians die each year
- 43 Canadians die every day
- The loss of life is equivalent to a jumbo jet crashing every 10 days
- Injury is the #1 killer of Canadians aged 1-44

The Clock Is Ticking!

Injury kills more Canadian children than all other causes combined.

One child dies every nine hours

It's time to take action to prevent injuries and save lives.

	2004	2010	2015*	2035*
Lost to the Canadian Economy	\$20 billion	\$27 billion	\$33 billion	\$75 billion
# of Canadians dying	37 per day	43 per day	46 per day	71 per day

*forecast

Since the previous Report, economic losses have risen 35 per cent; and, without action, forecasts show it will rise by 180 per cent in 2035.

The simple fact is, almost all **injuries and deaths can be prevented:**

- We know that more than 90% are predictable and preventable.
- Prevention is the solution and the cure.

Every dollar spent on	Saves society
Childproof cigarette lighter	\$80
Booster seat	\$71
Bicycle helmet	\$45
Child safety seat	\$42
Zero alcohol tolerance, driver under 21	\$25
Smoke alarm	\$18
Paediatrician counseling	\$9
Poison control centre	\$8

Prevention has a proven **return on investment:**

- *Example:* One helmet can potentially save society \$2838 per day.
- *Explanation:* A bicycle helmet costs about \$30. The average **daily** cost of caring for a brain injury survivor is \$2,867.59. (Canadian Institute for Health Information)

More Prevention ROI Examples:

Source: Children's Safety Network. Injury prevention: what works? A summary of cost-outcome analysis for injury prevention programs (2014 update) [online] 2014. Available from URL: <http://www.childrendefetynetwork.org>

The last 50 years have seen changes that have transformed our society. Today, it would be unthinkable to deny someone the right to vote because of their gender. Or light up a cigarette as you're getting on an airplane. Or get into a car without putting on a seatbelt. Today, we deem these things totally unacceptable.

Now is the time for action to make behaviours that cause preventable injury unthinkable and unacceptable, like texting while driving, and not wearing helmets to bike and skate.

Unless we take action, by 2035 injuries will cost \$75 billion and cause 71 deaths every day.

Parachute is a national charity dedicated to preventing injuries and saving lives. Join us as we make all preventable injuries in Canada a thing of the past.

HELP US STOP THE CLOCK