



#KidsAndConcussion

PARACHUTE SAFE KIDS WEEK

June 4 to 10, 2018

Chalk Artwork Activity

Take part in Parachute Safe Kids Week, happening June 4-10, 2018 in communities across Canada, with a focus on awareness of **concussion at home, at play, and on the road.**

Whether you represent a school, public health team or a community organization, this is a great opportunity to raise awareness of the brain and injury prevention. Run the suggested activity below - or come up with your own variation - and show us on social media using the hashtag **#KidsAndConcussion!**

Spruce up a sidewalk, wall, wooden fence or parking lot by your school or community centre with washable chalk messages. This fun, creative activity will engage kids and turn heads.

1. Plan ahead:

- Select a venue (school, community centre, shopping plaza) and secure appropriate venue approvals as needed.
- Read our Backgrounder and Key Messages sheet available at parachutecanada.org/safekidsweek
- Find partners (law enforcement, teachers, community groups).
- Pick a day, time and safe location. Choose a less busy time of day if possible.
- Think about wearing colourful t-shirts and hats to draw attention to yourself.
- Work with local police, health and other partners to share information about the event.
- Call local media.

2. The day of:

- Bring chalk. Sidewalk chalk is the easiest and will last up to 2 days before fading.
- Bring parking cones or obstructions if you will be decorating a busy area such as a parking lot.
- Encourage your participants to get creative! Have them draw and write messages about the brain and protecting it.
- Be sure to snap picture of the drawings and messages.
- Clean up the chalk.
- Share your photos on social media, using the hashtag **#KidsAndConcussion.**