

# Annual Report 2021





Message from  
**Patricia H. Southern, Chair**

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The first year of Parachute's new Strategic Plan was one of success, change and perseverance as the organization, along with the rest of the world, adjusted to the new virtual reality.

Several new projects were launched in the area of road safety, looking at young drivers, ATV riders and working across sectors to form a collective of likeminded individuals and organizations driving change on our roadways. Through engagement at the global level, the team at Parachute highlighted the World Health Organization's launch of the Decade of Action for Road Safety 2021 to 2030, with the ambitious target of preventing at least 50 per cent of road traffic deaths and injuries by 2030.

Parachute's expertise has been sought related to issues of road safety, poison prevention and concussion. We worked with Transport Canada to create a collection of promising practices for addressing vulnerable road users and we led the development of a new website for the Canadian Association of Poison Centres and Clinical Toxicology. Consultations with national sport organizations, such as Special Olympics and Skate Canada, resulted in concussion protocols being

developed and staff trained in implementation. Other elite sport organizations are now following suit.

Parachute's focus on fall prevention, the source of one third of the total cost of injury in Canada, aims to make changes in built environments and raise awareness of the magnitude of the burden of falls. The burden is particularly significant for older adults where falls oftentimes lead to the need for long-term care.

All this work, and much more, would not be possible without the investment of our funding partners from many levels of government, corporations and individuals, who join in our efforts toward a Canada free of preventable – fatal and serious – injuries.

Finally, we welcomed two new board directors, Johanne Bray QC and Ian Watson, to broaden and enrich our perspectives and experiences that will allow us to better guide and support Parachute's work. And, with deep appreciation for their contributions, we said adieu to three exemplary directors – David Deveau, Dr. Michael Ellis and Steve Podborski.

# Board of Directors

December 31, 2021

Johanne Bray

Sylvio Deluca

Leslie Dunning

Peter Dyakowski

Pamela Fuselli (*ex officio*)

Seanna Millar

Dr. Ian Pike

Zoe Robinson (*Vice Chair*)

Patricia Southern (*Chair*)

Dr. Shahab Shahnazari

Brian Thom

Alan Wainer

Ian Watson



Message from

## **Pamela Fuselli, President and CEO**

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In 2021, we again had a year of Zoom meetings, working with our colleagues and delivering programming virtually. The team at Parachute embraced this new reality and, in fact, was energized with the potential it held. This annual report showcases the significant achievements, high quality of work and true collaborative spirit that Parachute embodies. I am so proud to work with all of the team members at Parachute.

On July 5, 2021, we launched the fourth edition of the Cost of Injury in Canada report. This report showed that preventable injuries cost the Canadian economy \$29.4 billion in a single year, including \$20.4 billion in direct health-care costs. Preventable injuries are the leading cause of death for Canadians aged 1 to 44 and the third-leading cause of death for all Canadians. The report presents a very conservative estimate of the cost of injury. Most importantly, it does not quantify the pain and suffering preventable injuries cause for individuals, families and communities. Most frustrating, as much of an impact

injuries has on Canadian's health, the issue of preventable injuries continues to be under-funded, under-resourced, and under-recognized. It impacts each of our potential to live a long life to the fullest.

My priority continues to be to draw attention to preventability of injuries – to shine a light on the impact of injuries on individuals and families, communities, the Canadian healthcare system and economy. When a person is lost due to an injury, their potential to contribute to society is also lost. In one year, injuries stole 333,791 years of potential life lived, of missed celebrations, milestones, family memories, and contributions through work and volunteering. How can the news, day after day, share stories about lives changed or lost in an instant without us being driven to taking action? We know so many of the effective solutions that would avoid this loss of life, loss of potential. Parachute's *raison d'être* is to work tirelessly to advocate for and have these solutions implemented. We will continue on this road toward zero fatal and serious injuries.

# Parachute's impact

# 1 billion

media and social media impressions



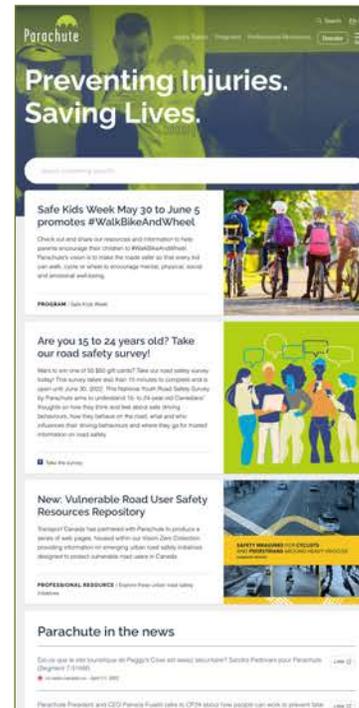
# 17,225

social media followers



# 543,000

visits to **parachute.ca**



# 25,000

resource downloads



# Our partnerships

**336** organizations supported program and event delivery

**93** opportunities with government - federal, provincial/territorial, municipal

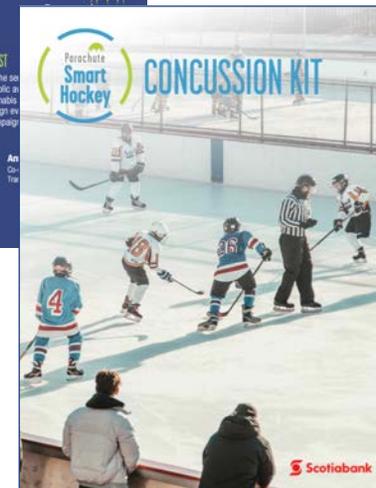


# Our delivery

**12,000** resources to communities

**18,000** participants at public events

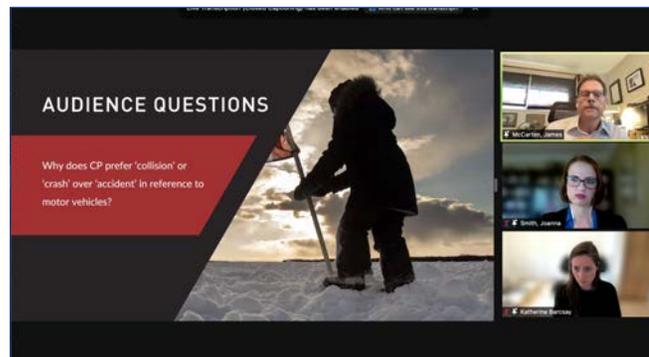
**1,200** professionals at training opportunities



# Our influence

## No more “accidents”

When we use the word “accident” to describe a road crash, it leads us to think there was nothing that could have been done to prevent it. Road safety advocates know most so-called “accidents” are predictable and preventable. Building on decades of support from the fields of injury prevention, public health and medicine, Parachute advocated for, and got, a change to **Canadian Press** style, directing journalists to avoid the term “accident” in reference to motor vehicles, using “crash” or “collision” instead. This change establishes a standard for all journalists in Canada and provides advocates a tool for initiating conversations about preventing road deaths.



## New requirements for sport concussion policies

After five years of efforts to harmonize the approach to concussion in Canada’s national sport system, led by Parachute, **Sport Canada** introduced mandatory policy and protocol requirements for National Sport Organizations and Multi-sport Service Organizations, which govern and provide services to the national amateur sport **community**. The requirements cite Parachute as the expert organization and Parachute’s **Canadian Guideline on Concussion in Sport** as the standard for protocol alignment.



NEW

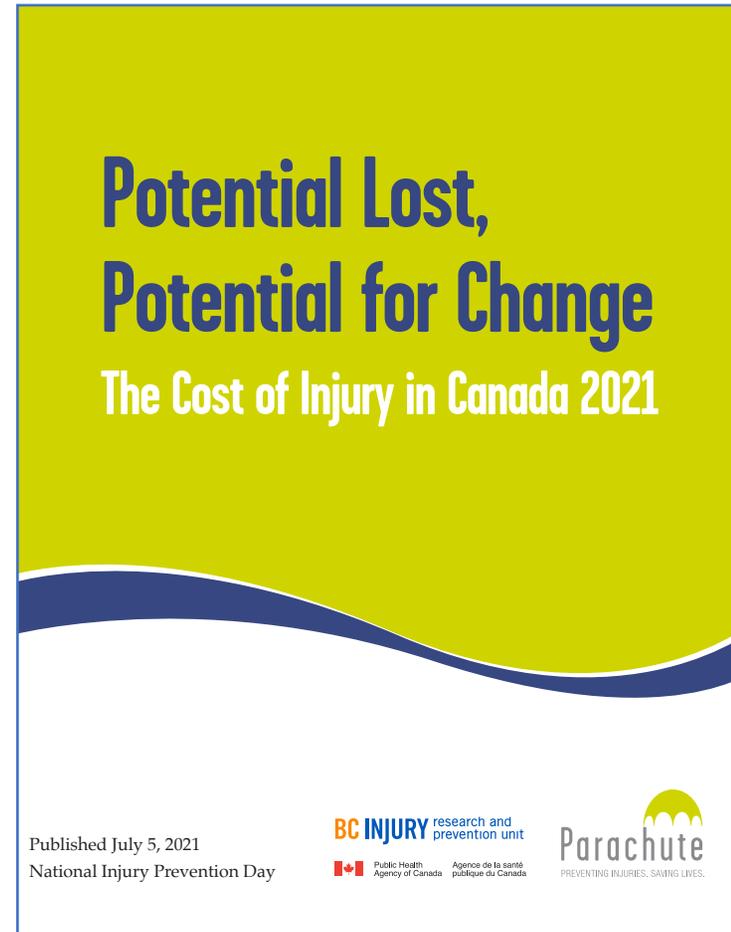
## The Cost of Injury in Canada

Parachute created Potential Lost, Potential for Change: The Cost of Injury in Canada 2021 in collaboration with the **BC Injury Research and Prevention Unit**, with support from the **Public Health Agency of Canada**.

This report, published on July 5, 2021 – National Injury Prevention Day – is the fourth of its kind. A Cost of Injury in Canada report was last published in 2015. Using a similar but updated methodology, the 2021 report presents data on all injuries at the national level from 2018.

For the first time in the report's history, the report was published online only, featuring interactive data visualizations.

Injuries cost the Canadian economy **\$29.4 billion annually** and are the leading cause of death for those ages 1 to 44. Three-quarters of these injuries – severe enough to require medical care – are unintentional, and preventable.



The leading causes of unintentional injury in Canada are:

- Falls
- Poisonings
- Transport incidents

This is the first time in Canada that poisonings caused more deaths than transport incidents, attributable to a sharp rise in unintentional poisonings from opioid use.

Parachute's work focuses on these three areas of preventable injury: discover what we accomplished in 2021 in the pages ahead.



The banner features a photograph of a large waterfall illuminated with green lights at night. In the top right corner is a circular logo for 'Parachute National Injury Prevention Day July 5, 2021' with the website 'parachute.ca/NIPD'. The text 'Light up green and share how Parachute is preventing serious injury and death' is written in green in the top left. The main title '5th annual National Injury Prevention Day' is in large blue font. Below it is a list of five bullet points in green text.

### 5th annual National Injury Prevention Day

- 6.3 million social media impressions - #ParachuteNIPD and #TurnSafetyOn
- 2 million social media impressions #CostOfInjury2021
- 240+ organizations joined the campaign, creating their own posts or sharing Parachute's material.
- 68 landmarks across Canada lit up Parachute green



Falls

NEW

## Fall prevention programs move to Parachute

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Following the closure of the Ontario Neurotrauma Foundation early in 2021, Parachute ensured the continuation of the foundation's fall prevention work: The Fall Prevention Communities of Practice Loop and Loop Junior, as well as Canada's annual Fall Prevention Month in November, moved under the Parachute umbrella, with funding support from the **Ontario Ministry of Health**.

**Loop**, bringing together people working in fall prevention in older adults, has 1,374 active members and **Loop Junior**, focused on those who work in child fall prevention, has 372.

Loop staff facilitated 10 webinars in 2021, kept members connected through newsletters and Loop's online forums and provided resources, including three new evidence summaries.

The Ontario Fall Prevention Collaborative (OFPC) resumed its Phase 2 work on a prioritized list of falls indicators and a review of clinical practice guidelines. The OFPC also updated its vision, purpose as well as its organizational structure, all of which were approved by the membership.

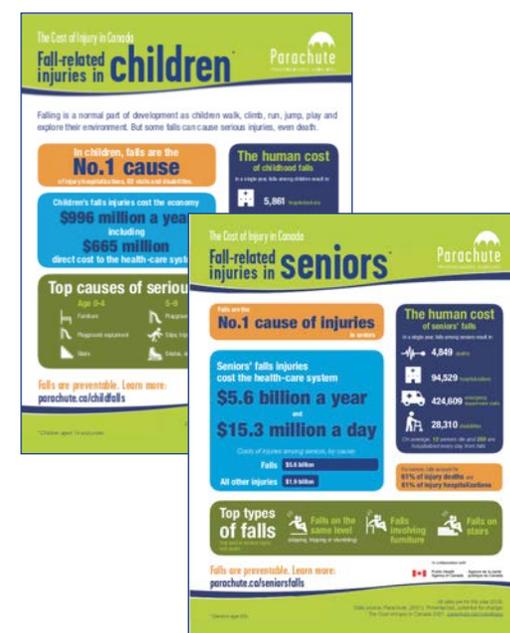
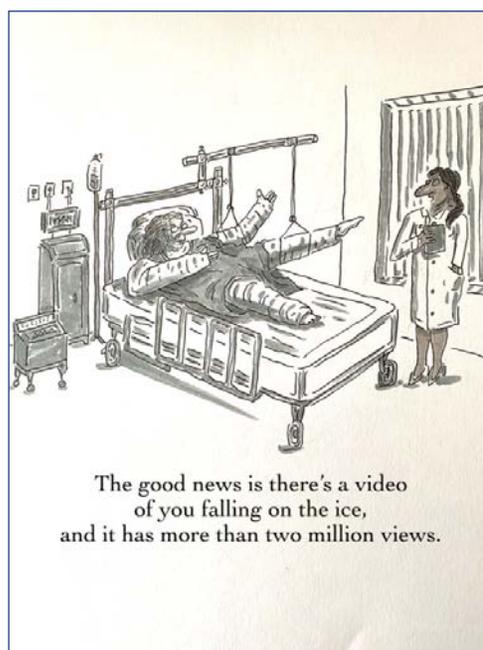
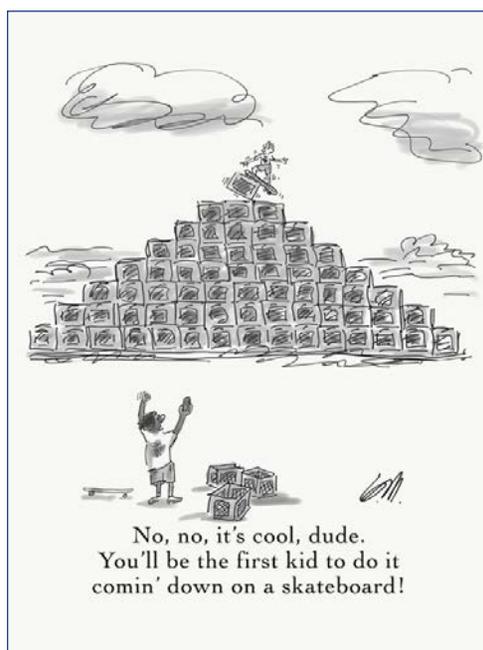
Fall Prevention  
Community of Practice



Fall Prevention  
Community of Practice



**Fall Prevention Month**, held in November, created and shared new resources for professionals, with a focus on mobility aids. The awareness campaign on social media, supported by partners across Canada, drew 5.1 million impressions for the hashtags #FallPreventionMonthCA and #PreventFallsCA and drove 33,000 visits to [fallpreventionmonth.ca](http://fallpreventionmonth.ca).



Fall Prevention Month commissioned six New Yorker-style cartoons on fall prevention topics – from the then-popular TikTok “milk crate” challenge to winter walking conditions – to draw attention to fall prevention information.

To support Fall Prevention Month, Parachute created two infographics focusing on falls information from the Cost of Injury in Canada 2021.

# National Fall Prevention Collective

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Parachute convenes national organizations through this collective to focus on fall prevention and healthy aging through policy, built environment, and community engagement, partnering with:

- Age Well National Centre of Excellence
- Canadian Association of Occupational Therapists
- ParticipACTION
- C.A.R.P. Ottawa Chapter
- Active Aging Canada
- National Institute on Ageing



**CAOT - ACE**

Canadian Association of Occupational Therapists  
Association canadienne des ergothérapeutes

[www.caot.ca](http://www.caot.ca)





Poisoning

NEW

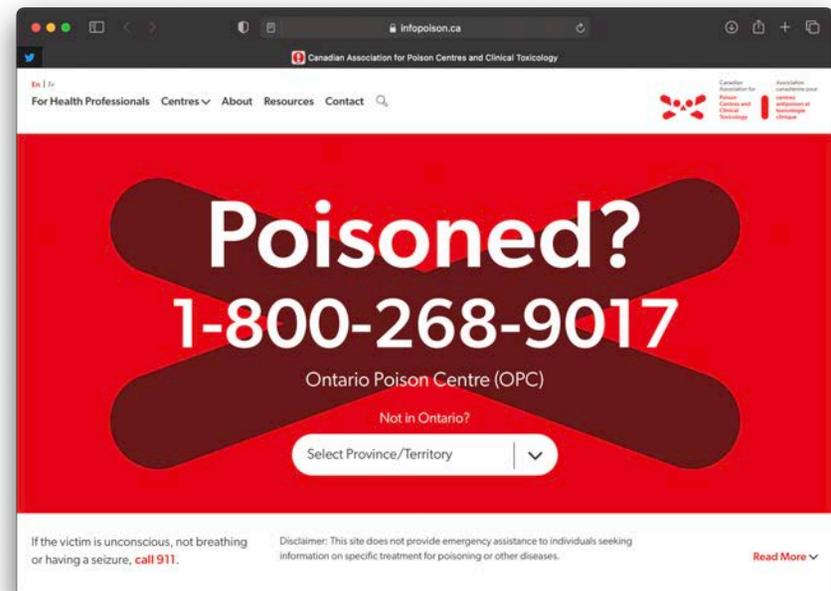
## Introducing infopoison.ca

Poison prevention leaders meeting through the **Toxicovigilance Canada** network identified the need for a central, public-facing website to be the national information site to support Canada's five poison centres.

Parachute led the process to redevelop the website that used to host resources for the Canadian Association of Poison Control Centres to create [infopoison.ca](https://infopoison.ca) in 2021. At the same time as the new website was being developed, the association changed its name to the **Canadian Association of Poison Centres and Clinical Toxicology**.

Infopoison.ca, built in English and French in responsive design, provides essential information about poison response to members of the public on its homepage.

It also provides a home for the association's materials, a timeline about poison prevention efforts in Canada, information about each of Canada's five poison centres, information for health professionals on items such as reporting and training, and selected poison prevention resources.



# Poison education and response

Parachute supports the **Canadian Surveillance System for Poison Information**, led by **Health Canada**. This network brings together poison centres, health authorities and regulatory agencies to facilitate early detection of poisoning incidents and alerting at the national level to inform harm reduction interventions.

As part of that work, Parachute produced three webinars in 2021, co-presented with the **Injury Prevention Centre, Alberta**, and attended by health professionals across Canada.

- [Poison Prevention in Canada: Data, trends and calls to action](#)
- [Surveillance to Action: Canada's response to emerging poisoning issues during COVID-19](#)
- [Poison Prevention: It's not just for Poison Prevention Week](#)

The image displays three overlapping promotional posters for webinars presented by Parachute and the Injury Prevention Centre. The top poster is for 'Poisoning Prevention in Canada: Data, trends and calls to action', held on Wednesday, Jan. 27, 2021, from 2 p.m. to 3:30 p.m. EDT. It features speakers Dr. Kathy Belton and Dr. Margaret Thompson. The middle poster is for 'Surveillance to Action: Canada's response to emerging poisoning issues during COVID-19', held on Friday, February 26, 2021, from 1 p.m. to 2:30 p.m. EST. It features speakers Bobbie Chiu, Pamela Fuselli, James Hardy, Patti Stark, Dr. Margaret Thompson, and Noufal Zayem. The bottom poster is for 'Poison Prevention: It's not just for Poison Prevention Week', held on Wednesday, March 31, 2021, from 12 p.m. to 1:30 p.m. EDT. It features speakers Katie Orr, Dr. Ian Pike, Patti Stark, Dr. Margaret Thompson, Chantal Walsh, Richard Wootton, and Cara Zukewich. Each poster includes the Parachute and Injury Prevention Centre logos and a sign-up link at [parachute.ca/webinar](http://parachute.ca/webinar).

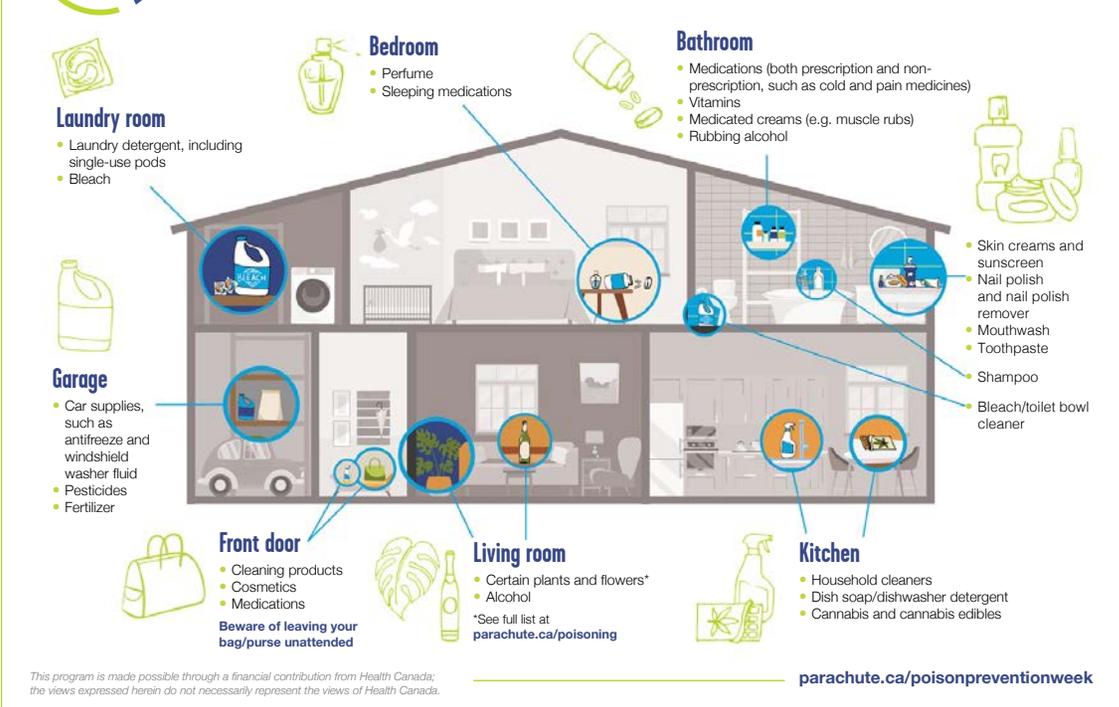
# National Poison Prevention Week

With continued COVID-19 restrictions, families spent more time at home in 2021. National Poison Prevention Week, March 21 to 27, focused on safe use and storage of items such as household cleaners, medications and cannabis products under the theme #CheckForPoisons.



## POISON STORAGE CHECKLIST

More families are staying home to stop the spread of COVID-19:  
Keep your children safe by keeping these household poisons locked up, out of sight and out of reach.



### Laundry room

- Laundry detergent, including single-use pods
- Bleach

### Bedroom

- Perfume
- Sleeping medications

### Bathroom

- Medications (both prescription and non-prescription, such as cold and pain medicines)
- Vitamins
- Medicated creams (e.g. muscle rubs)
- Rubbing alcohol

### Garage

- Car supplies, such as antifreeze and windshield washer fluid
- Pesticides
- Fertilizer

### Front door

- Cleaning products
- Cosmetics
- Medications

**Beware of leaving your bag/purse unattended**

### Living room

- Certain plants and flowers\*
- Alcohol

\*See full list at [parachute.ca/poisoning](https://parachute.ca/poisoning)

### Kitchen

- Household cleaners
- Dish soap/dishwasher detergent
- Cannabis and cannabis edibles

- Skin creams and sunscreen
- Nail polish and nail polish remover
- Mouthwash
- Toothpaste
- Shampoo
- Bleach/toilet bowl cleaner

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

[parachute.ca/poisonpreventionweek](https://parachute.ca/poisonpreventionweek)

## #HighAndLocked safe storage campaign

Throughout March, Parachute's cannabis safe storage campaign, #HighAndLocked, ran again nationally on digital boards and social media throughout Canada. This is part of a multi-year campaign supported by the Substance Use and Addictions Program of **Health Canada**.

Thanks to donated media space from **Branded Cities**, our "gummy chained to a famous landmark" short videos were seen in malls from Halifax to Vancouver and played on billboards at Yonge-Dundas Square in Toronto for a month, **gathering 371.5 million impressions**.

We also shared the videos on Facebook and Twitter targeted to parents of young children, driving them to check out further information about safe storage on our High and Locked webpage, which had **110,000 visits** during the campaign.

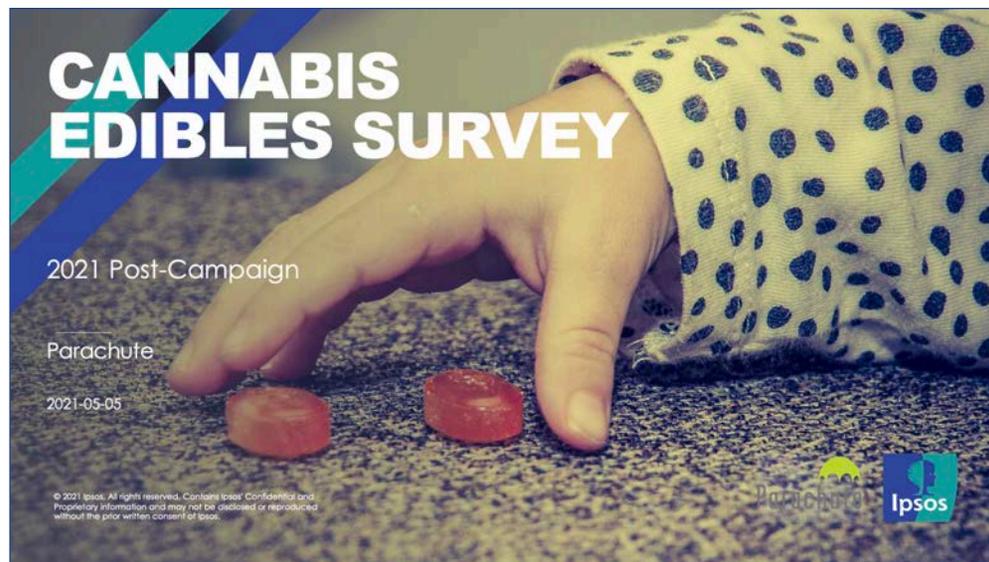


NEW

## National survey on cannabis edibles and poisoning

Following the #HighAndLocked campaign in 2021, Parachute conducted its second national Ipsos poll of parents of children aged 14 and younger. This poll showed small, positive changes in parental knowledge and behaviours related to preventing child poisonings from cannabis edibles:

- 4-per-cent increase in parental knowledge on potential cannabis harms for children
- More parents report they take special precautions to hide their edible cannabis products from their children (90 per cent in 2021 vs 86 per cent in 2019)
- 2-per-cent increase in the percentage of parents who report storing their edible cannabis in a way that meets best practice recommendations (27 per cent in 2021 vs 25 per cent in 2019).





Transport incidents

# Strengthening Vision Zero in Canada

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Under the Vision Zero framework, no death or serious injury is acceptable on our roads. Parachute, supported by our road safety partner **Desjardins Insurance**, leads Vision Zero initiatives in Canada.

- In 2021, we assisted five Canadian municipalities to implement evidence-based Vision Zero strategies.
- We developed Vision Zero resources promoted through our Word On The Street newsletter to our Vision Zero network of 730 road safety professionals, including a presentation template on Vision Zero and two case studies: one on safe driving campaigns and the second on making the link between climate change and road safety.

Our work in Vision Zero road safety initiatives expanded in 2021, thanks to new projects, partners and commitments.



NEW

## Global Road Safety Plan

Parachute promoted the **Global Road Safety Plan for the Decade of Action for Road Safety**, collaborating with Canadian stakeholders such as the **Canadian Association of Road Safety Professionals** through a joint news release, government advocacy and [a webinar](#).

The Global Plan, developed by the **World Health Organization** and the **United Nations** is a blueprint for achieving the 2030 target to halve road deaths and injuries.

Currently, 1.3 million people around the world die annually from road crashes. In Canada, close to 1,800 people die and nearly 24,000 require hospitalization for transport injuries each year.



Parachute Vision Zero and the Canadian Association of Road Safety Professionals (CARSP) present.

**The Global Plan for the New Decade of Action for Road Safety 2021-2030: What You Need to Know**

Wednesday, Nov. 24, 2021 — noon to 1 p.m. ET

Join CARSP Executive Director **Brenda Suggitt** in conversation with a panel of experts to discuss the United Nations' newly released Global Plan for the New Decade of Action for Road Safety 2021-2030.

Panelists: **Raheem Dilgir**, President, CARSP  
**Valerie Smith**, Director, Programs, Parachute.

Presented by

Supported by

Sign up at [parachute.ca/webinar](https://parachute.ca/webinar)

NEW

## Change for Good Roads

Having safe, accessible roads that encourage walking, cycling, and less use of private vehicles is the goal not only for injury prevention organizations such as Parachute, but also those who want to improve the environment, improve human health and improve equity in our communities.

Supported by **Desjardins Insurance** and **Transport Canada** and working with **Impakt**, a Canadian group that fosters social change through collaboration, Parachute drew together 20 groups from diverse sectors, from disability advocates to environmentalists, to envision how to work together to drive change to our roads and road use.

This collaboration will result in a report and call to action, **Change for Good Roads**, to be published in 2022, and guide further collaborations among sectors with a commitment to work closely with road users and communities to address issues.

NEW

## National Road Safety Survey

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Nearly all Canadians agree that everyone must do their part to make the roads safe and 78 per cent agree that injuries from road crashes are preventable, according to a **Ipsos** survey conducted by Parachute in spring 2021. However, fewer agreed that there should be measures such as more traffic calming in their community and lower speed limits, suggesting a gap between attitudes and action.

The findings of the national survey is informing Parachute's Vision Zero work and helping us to focus our road safety public awareness efforts.



NEW

## #EndDeathsOnOurRoads campaign

Parachute developed this campaign, which ran in August and November 2021, to counter popular misconceptions about road safety, as revealed in our National Road Safety Survey. Using the framework of “You may think .... But did you know?” we created six motion-graphic videos shared on social media:

- Drivers, not cellphones, biggest cause of pedestrian injury
- Roundabouts reduce crashes by 65%
- Speed is a factor in one-quarter of road deaths
- We can change our roads to make them safe for cyclists

- You are scaring your passengers when you speed
- You are six times more likely to kill a pedestrian if you hit them at 50 km/h than at 30 km/h

The campaign reach:

- 10.7 million impressions from billboards donated by **Astral/Bell Media** in Toronto and Montreal markets
- 9 million impressions from billboards in cities throughout Ontario, funded by the **Ministry of Transportation Ontario**
- 3.9 million social media impressions for the motion graphic videos and 564,000 video playthroughs

you're 6x more likely  
to **kill someone**

passengers say



they're **scared**

to make them **safe**



for cyclists.

# National Teen Driver Safety Week: #SpeedIsNoGame

Our national road safety campaign aimed at young drivers, sponsored by **Desjardins Insurance** and **CN**, builds awareness of teen driver safety issues and encourages community and youth involvement as part of the solution.

Our awareness campaign, ran Oct. 17 to 23 and featured Canadian Formula 1 Driver **Nicholas Latifi** on digital billboards across Canada, donated by **Outfront Media** and **Vendo Media**.

As well, World Champion snowboarder champion and Canadian Olympic silver medallist, **Laurie Blouin**, created videos on our road safety themes to share with her followers on Instagram.



**Laurie Blouin**  
pro snowboarder



NEW

## For Young Drivers, By Young Drivers

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With the support of **Transport Canada** and **Desjardins Insurance**, Parachute is taking a new approach to our road safety programs targeted to young drivers.

This project, launched in fall 2021 and running until March 2023, partners with Canadian youth to understand attitudes and perceptions that affect safe driving behaviours in young drivers. We will then develop more effective ways to address the issue of road fatalities and injuries among youth, including through National Teen Driver Safety Week.

Key to the project is forming the Canadian Youth Road Safety Council, who will work with Parachute staff to identify tools and channels for reaching young drivers and passengers and develop a framework and materials to engage youth.



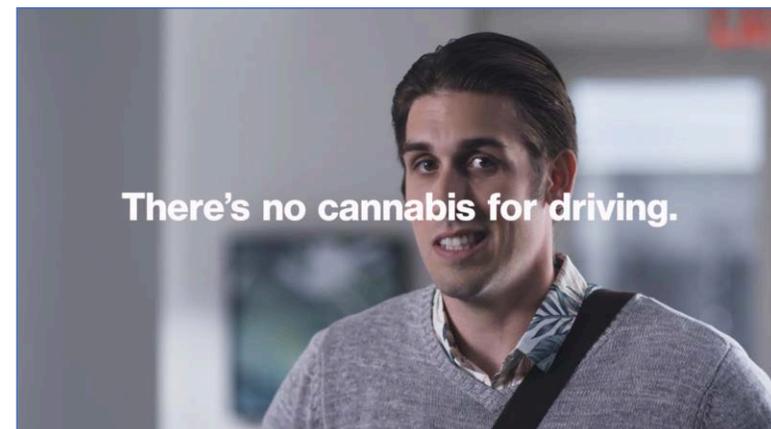
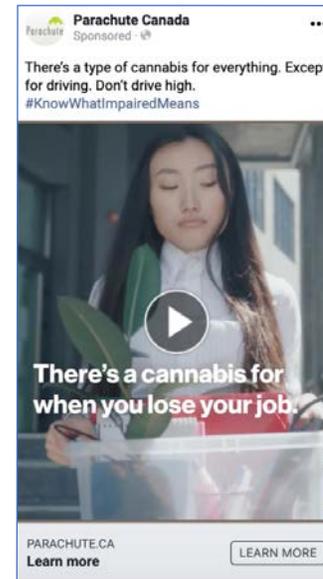


## #KnowWhatImpairedMeans grows up

Thanks to support from the **Alcohol and Gaming Commission of Ontario**, Parachute developed new campaign materials for #KnowWhatImpairedMeans designed to resonate with cannabis users ages 25 to 49. Our previous #KnowWhatImpairedMeans campaigns, run in 2020 and 2021 with the support of **Health Canada**, focused on reaching teens and young adults ages 15 to 24.

With our agency partners, **Mass Minority**, we produced videos to share on social media, targeted to Ontarians ages 25 to 49, and a print ad for the cannabis lifestyle magazine **KIND**, distributed via cannabis retailers. These acknowledge the new landscape of legal cannabis, where there is a wide range of consumer choices, both in types and effects of cannabis sold.

The campaign makes the simple point: While there may be cannabis suitable for many things, there is no cannabis that goes with driving.

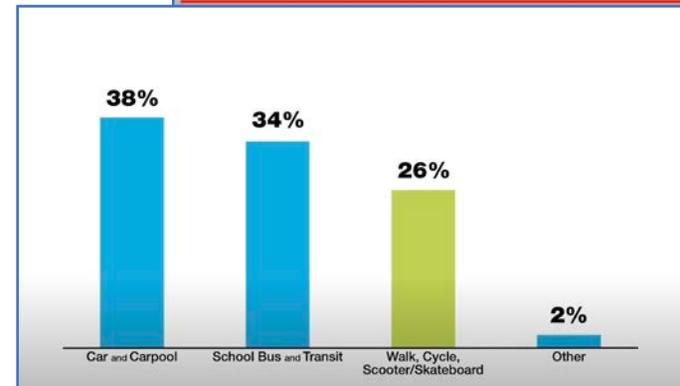


# Elementary Road Safety expands east and west

In 2021, nine more schools, located in New Brunswick, Nova Scotia and in Saskatchewan, received a \$10,000 grant each and Parachute staff support to do an Elementary Road Safety assessment, community consultation and implementation over a two-year period. Three of the schools in Western Canada are in Indigenous communities.

Parachute, supported by its Elementary Road Safety founding partner **Aviva**, also **released a new video to promote the community-based program** and to remind viewers of key safety tips when travelling in a school zone.

Two Ontario elementary schools who joined the program earlier implemented built environment interventions in 2021: Speed humps and bollards were installed following assessment of safety issues and environmental features in the school zones.





Other injury causes



NEW

## ATV Rollovers and Crush Protection Devices - Public Awareness to Policy

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The project, supported by **Transport Canada**, addresses the issue of ATV-related injuries and fatalities in Canada by improving awareness of safe ATV practices and engaging policymakers.

Parachute facilitated multi-sector collaboration for the first time among injury prevention, medicine, enforcement, industry, and recreational riders on all-terrain vehicle (ATV) policy recommendations, including the following collaborators:

- Canadian Collaborating Centres for Injury Prevention
- Trauma Association of Canada Injury Prevention Committee
- Canadian Paediatric Society Injury Prevention Committee
- Canadian Quad Council
- Canadian Off-Highway Vehicle Distributors Council
- Ontario Provincial Police
- RCMP

The group developed 13 recommendations to be advocated for with provincial and territorial governments in 2022. The recommendations cover topics such as age of riders, size of ATVs, parental supervision, protective gear and training.

## #RideSafeRideOn

The campaign, developed with agency partner **Mass Minority**, is built on findings from a 2021 national survey conducted by Parachute and **Ipsos** of ATV riders across Canada.

We focused on the 90 per cent of Canadian ATV riders who say they do so for recreational purposes, with an emphasis on reaching the 15 per cent who are frequent riders. The campaign acknowledges the fun and enjoyment ATV riders experience and encourages safety measures such as wearing a helmet and reducing speed.

We placed ads in **ATV Trail Rider** and **Planète Quad** magazines featuring a removable decal with the slogan, Ride Safe, Ride Responsibly, Ride On. We also created two radio jingles, each in English and French, featuring fictitious bands. We targeted these to rock and country radio stations across Canada in communities with high ATV use. Durham Radio Inc., in Oshawa and Hamilton, Ontario, also donated PSA airtime.

We used Google Ads to drive people searching for ATV information to our website ATV safety page, which got more than 12,000 views during the September campaign, compared with 85 views of the same page the previous September.



## Parachute Safe Kids Week: #PlaySafeOutdoors

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With fewer than five per cent of children and fewer than one per cent of youth meeting movement behaviour guidelines during COVID-19 restrictions in 2021, outdoor play was more important than ever for kids.

Parachute used 2021's Safe Kids Week, held May 30 to June 5, to share the message that kids need to #PlaySafeOutdoors to encourage mental, physical, social and emotional well-being.

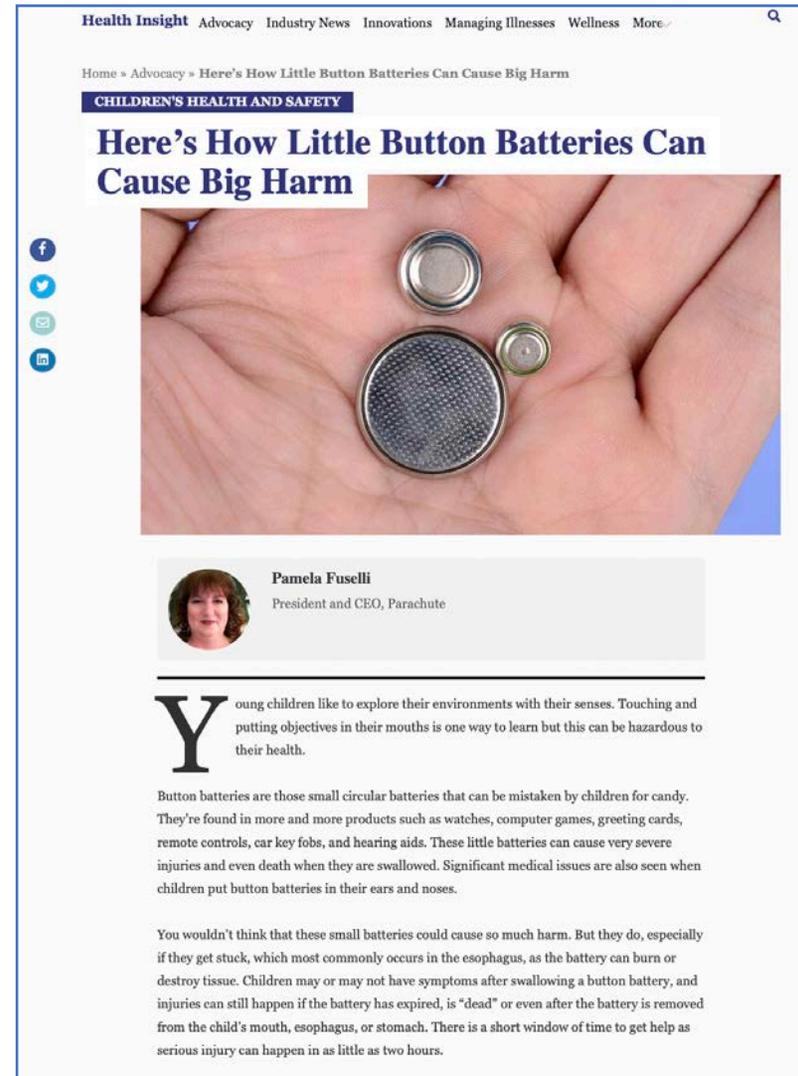
We aimed our digital campaign on Facebook and Instagram at parents who might balk at their children engaging in what they perceive as too-risky play, shared short myths vs facts videos co-produced with Active for Life, and hosted a webinar with top Canadian experts on the benefits of outdoor, unstructured play.



# Emerging issue: Button battery injuries in kids

Working in partnership with **Health Canada**, which launched a public advisory about the danger of button batteries in November 2021, Parachute joined a social media campaign, promoting updated information on button batteries on our website, and Parachute's CEO **Pamela Fuselli** published an article in [healthinsight.ca](https://healthinsight.ca).

"You wouldn't think that these small batteries could cause so much harm," she wrote. "But they do, especially if they get stuck, which most commonly occurs in the esophagus, as the battery can burn or destroy tissue."



The screenshot shows a webpage from Health Insight. At the top, there is a navigation menu with links for 'Health Insight', 'Advocacy', 'Industry News', 'Innovations', 'Managing Illnesses', 'Wellness', and 'More'. Below the navigation, there is a breadcrumb trail: 'Home » Advocacy » Here's How Little Button Batteries Can Cause Big Harm'. A blue banner with white text reads 'CHILDREN'S HEALTH AND SAFETY'. The main headline is 'Here's How Little Button Batteries Can Cause Big Harm'. Below the headline is a photograph of a hand holding several small, circular button batteries of various sizes. To the left of the photo are social media sharing icons for Facebook, Twitter, Email, and LinkedIn. Below the photo is a profile picture of Pamela Fuselli, followed by her name and title: 'Pamela Fuselli, President and CEO, Parachute'. The article text begins with a large 'Y' and discusses how young children explore their environments with their senses, touching and putting objects in their mouths, which can be hazardous. It then explains that button batteries are small circular batteries often mistaken for candy, found in various products, and that swallowing them can cause severe injuries or even death. It also mentions that significant medical issues can occur when children put button batteries in their ears and noses. The article concludes by stating that these small batteries can cause serious harm, especially if they get stuck in the esophagus, and that there is a short window of time to get help as serious injury can happen in as little as two hours.

## Leading concussion education and prevention

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Parachute delivered concussion presentations and consulted with sports organizations across Canada in 2021, including:

- Skate Canada
- Special Olympics Canada
- Softball Canada
- Water Polo Canada
- Taekwondo Canada
- Water Ski and Wakeboard Canada

Parachute also supported the first national Concussion Awareness Week, Sept. 26 to Oct. 2, working with the **Federal/Provincial/Territorial Working Group on Concussions in Sport**. Parachute took part at online panels hosted by:

- Sunnybrook Health Sciences Centre, Ontario
- Trauma NB, New Brunswick
- BrainX, Kelowna, B.C.

Parachute's Director of Knowledge Translation, **Stephanie Cowle** is the KT Co-ordinator and Parachute's

President and CEO, **Pamela Fuselli** is on the executive committee of the **Canadian Concussion Network – Réseau Canadien des Commotions**. This is a multi-year project funded by the Canadian Institutes for Health Research (CIHR) to promote innovative and collaborative research across Canada to answer the concussion challenge.

In 2021, Parachute partnered with Horizon Health Network to bring the Smart Hockey program to New Brunswick. The Kennebecasis Valley Minor Hockey Association distributed 27 Smart Hockey Concussion Kits. All teams in the Association (from U11 to U18) received the kits, with more than 1,600 players, parents/caregivers and coaches reached with concussion education and resources.



Our people

# Our staff

Parachute staff worked remotely throughout 2021, meeting only once in person as a full team for a pre-holiday lunch.



Front row, left to right: **Margarita Boichuk**, Specialist, Digital and Social Media; **Claire Westmacott**, Manager, Knowledge Translation and Programs; **Sarah Macdonald**, Co-ordinator, Knowledge Translation and Programs; **Michelle Dueckman**, Co-ordinator, Knowledge Translation and Programs; **Umayangga Yogalingam**, Program Lead, For Young Drivers By Young Drivers;

Middle row, left to right: **Harvey Glower**, incoming Vice President, Finance and Operations; **Kelley Teahen**, Vice President, Communications and Marketing; **David Wilson**, Manager, Office Operations and Program Delivery; **Pamela Fuselli**, President and CEO; **Linda Neal**, Vice President, Finance and Administration.

Back row, left to right: **Michael Gemar**, Manager, Technology and Creative Services; **Stephanie Cowle**, Director, Knowledge Translation; **Julie Taylor**, Manager, Knowledge Translation and Programs; **Nicky Lightstone**, Manager, Fund Development and Administration; **Hélène Gagné**, Director, Fall Prevention Program; **Valerie Smith**, Director, Programs; **Brad Offman**, Chief Corporate Relations Officer.

Absent: **Sandra Padovani**, Communications Specialist

# Our Expert Advisory Committee

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## **Dr. Alison Macpherson**

PhD (Chair)  
Professor, Faculty of Health, School of Kinesiology & Health Science,  
York University  
Adjunct Senior Scientist, Institute for Clinical Evaluative Sciences  
CIHR Chair in Reproductive and Child Health Services and Policy  
Research

## **Pamela Fuselli**, BSc, BHA, MSc

Ex-Officio  
President and CEO, Parachute

## **Dr. Emilie Beaulieu**, MD, MPH, FRCPC

General Pediatrician, Centre mère-enfant Soleil du CHU de Québec  
Assistant Professor, Department of Pediatrics, Université Laval  
Associated researcher, Centre de recherche CHU de Québec,  
Université Laval  
Reproduction, mother and youth health axis  
Population health and optimal health practices axis

## **Dr. Kathy Belton**, MEd, PhD

Associate Director, Injury Prevention Centre (Alberta)  
Co-Chair, Canadian Collaborating Centres for Injury Prevention

## **Dr. Emma Burns**, MD, FRCPC

Assistant Professor, Department of Emergency Medicine, Dalhousie  
University

## **Dr. Liraz Fridman**, PhD

Transportation Safety Specialist, City of Guelph

## **Dr. Audrey R. Giles**, BPHE, BA, PhD

Professor, School of Human Kinetics, University of Ottawa

## **Morag Mackay**

Director, Research, Safe Kids Worldwide

## **Dr. Richard Louis**, MD, MHM

Injury Prevention Specialiste, NB Trauma Program

## **Megan Oakey**

Provincial Manager, Injury Prevention, BC Centre for Disease Control  
& Prevention

## **Dr. Kelly Russell**, PhD

Associate Professor, Department of Pediatrics and Child Health,  
University of Manitoba  
Adjunct Professor, Department of Community Health Sciences,  
University of Manitoba  
Research Scientist, Children's Hospital Research Institute of Manitoba

# Our partners and donors

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Dr. Tom Pashby Foundation

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# Our financials

## STATEMENT OF FINANCIAL POSITION As at December 31, 2021

<b>ASSETS</b>	
Cash	1,554,043
Accounts receivable	1,208,212
Prepaid expense	29,607
	<u>2,791,862</u>
Property and equipment	14,580
	<b>2,806,442</b>
<b>LIABILITIES AND NET ASSETS</b>	
Liabilities	
Accounts payable and other	94,109
Deferred contributions	1,260,203
	<u>1,354,312</u>
Net assets	1,452,130
	<b>2,806,442</b>

## STATEMENT OF OPERATIONS For the year ended December 31, 2021

<b>REVENUE</b>	
Grants	1,475,482
Sponsorships	826,000
Program fees	473,510
Contributions	112,977
Other revenue	352,812
	<u>3,240,781</u>
<b>EXPENDITURES</b>	
Personnel costs	1,523,321
Costs of services and materials	962,761
Rent and office administration	153,830
Travel and conferences	6,123
Information technology	59,538
Marketing	27,613
Amortization	9,585
	<u>2,742,771</u>
Excess of revenue over expenditures for the year	<b>498,010</b>



PREVENTING INJURIES. SAVING LIVES.

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