



August 6, 2014

The House of Commons Standing Committee on Finance  
[finapbc-cpb@parl.gc.ca](mailto:finapbc-cpb@parl.gc.ca)

*Re: 2015 Pre-Budget Consultations*

Finance Committee Members,

In response to your search for input for the 2015 Federal Budget, I am pleased to formally request to appear before The House of Commons Standing Committee on Finance on behalf of Parachute.

Please find our priorities for the 2015 Federal Budget below.

We look forward to continuing to work with this government as we assure Canada's continued economic prosperity going forward.

Thank you for your consideration and should you have any questions, please do not hesitate to contact me directly at [llogan@parachutecanada.org](mailto:llogan@parachutecanada.org) or 647-776-5101.

Sincerely,

E. Louise Logan, BA JD  
President and CEO



## **Introduction**

Parachute is a national, charitable organization, formed in July 2012, which unites the former organizations of Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada into one strong leader in injury prevention. This passionate, unified voice leverages 80 years of combined injury-prevention experience and we cannot be underestimated in our resolve and capacity to effect change.

Parachute's vision is an injury-free Canada with Canadians living long lives to the fullest. We are creating a movement by building awareness and understanding of the issue of injury to keep Canadians safe at home, on the road, at work, and at play.

In the 2014 Throne Speech, the Government of Canada committed to collaborate with injury prevention organizations, to reduce the injury rate in Canada. Parachute was pleased to see that one of the themes in this pre-budget consultation was supporting families and helping vulnerable Canadians by focusing on health, education and training. With an investment of \$5 millions over two years Parachute can help the government fulfill the goal in the Throne Speech and the theme for the 2015 budget by fully implementing our Strategic Plan to significantly reduce preventable injuries in Canada.

## **Parachute: Leaders in Injury Prevention**

Today, preventable injuries cost the Canadian economy \$20 billion a year and result in over 13,000 deaths, 200,000 hospitalizations, 3 million emergency room visits, 60,000 disabilities and countless hours of lost productivity. In fact, every 9 hours a child dies from a preventable injury. An investment in injury prevention has strong proven returns. For example, every dollar spent on a booster seat, bicycle helmet, smoke alarm saves society \$71, \$48 and \$18 respectively.

**Figure 1: Social Savings from Injury Prevention investment:**

Every Dollar Spent On	Saves Society
Childproof Cigarette Lighter	\$72
Booster Seat	\$71
Bicycle Helmet	\$48
Child Safety Seat	\$42
Zero Alcohol Tolerance, Driver Under 21	\$25
Smoke Alarm	\$18
Pediatrician Counseling	\$9
Poison Control Centre	\$7

Source: Children’s Safety Network. *Injury prevention: what works? A summary of cost-outcome analysis for injury prevention programs (2012 update)* [online]. 2012. Available from URL: <http://www.childrenssafetynetwork.org/sites/childrenssafetynetwork.org/files/InjuryPreventionWhatWorks2012.pdf>

We need to Stop the Clock on injuries. The Government of Canada together with Parachute can make this happen.

With support from the corporate sector there has already been a good start. Parachute has developed a strategic three-year plan that responded to the needs heard from stakeholders across the country. The government’s investment in the second and third year of the strategic plan will help build the capacity for injury prevention in Canada.

- 1. National leadership on injury prevention to set the priorities and measure the achievements.** Parachute galvanizes and focuses national action on preventable injuries. Parachute mobilizes high impact injury prevention efforts within a national network of leading injury prevention experts, high profile spokespersons and strategic partners. Parachute is the national ‘go to’ organization on injury prevention.

2. **Raise awareness of the burden and understand the preventability of injuries to inspire and activate Canadians.** Parachute will raise public awareness of injury prevention as an important social issue and acceptance that 'injuries are preventable'.
3. **Inform the dialogue on public policy.** Parachute will advance the widespread adoption of policies in alignment with Parachute's identified priority areas. Parachute will also provide input and expertise by community, local, provincial, territorial and federal decision-making bodies on priority prevention issues.
4. **Design solutions that are effective and mobilize knowledge.** Parachute provides solution design as a knowledge hub of proven injury prevention initiatives. Parachute develops and identifies a wide range of solutions to address priority injuries that are evidence-based, implementable and leveraging leading practices. Parachute also actively supports the broad-based implementation of Parachute's solutions, including robust tracking and report of delivery effort and outcomes. Parachute's solutions will leverage technology and social media to assure solutions are accessible.

To fulfill these priorities Parachute has an extensive network of leaders in injury prevention in Canada, from grassroots communities to national organizations. Parachute is focused on efficiency and providing maximum impact by leveraging existing investments and partnerships to create lasting change in Canada. Parachute works directly with all levels of government, corporate partners and Canadians to affect change.

- **4,000+ partners in every province and territory** - designated Safe Communities, ThinkFirst Chapters, and partners such as public health units, schools, police, fire, ambulance, community centres, hospitals extend our reach from coast to coast to coast.
- **Provincial and Territorial Injury Prevention Agencies** - Parachute is the Secretariat and member of the Canadian Collaborating Centres for Injury Prevention that was formed in 1998.
- **Expert Advisory Committee** - a committee with geographic representation and field diversity that provides advice on Parachute's activities in programming, research and evaluation, knowledge translation and policy.
- **Strategic stakeholders** - with relationships with organizations such as the World Health Organization, European Child Safety Alliance, Canadian Medical Association, Trauma Association of Canada, Canadian Paediatric Society and many more, Parachute collaborates, influences and informs the injury prevention agenda.

Some examples of subjects that Parachute is currently helping reduce injury rates on are in the field of concussion, seniors and distracted driving. For concussions, Parachute provides an online concussion course for interested individuals. Parachute also provides an overview of concussions, a video explaining concussions and has a Concussion Education and Awareness Committee composed of the leading national experts on concussions.

For seniors, Parachute most recently completed a National Falls Prevention Conference to reduce Canadian seniors from falling. Parachute has also launched a Fall Prevention Curriculum that outlines important learning opportunities for health experts.

Parachute continues to educate and inform Canadians on Motor Vehicle Collision (MVCs) and will continue to make MVCs an emphasis on this going forward. Parachute is working with partners and governments from coast to coast to coast on National Teen Driver Safety Week (the third week in October) to raise awareness about motor vehicle safety. We will use our network of partners to leverage their networks and raise the awareness about the dangers of distracted driving – one of the leading causes of fatalities for Canadian youth. Parachute also continues to work with national corporations to assure proper child and booster seat practices are being followed.

Parachute has already established itself as a leader in Injury Prevention in Canada. One recent example of the awareness that Parachute brings to preventable injuries was on June 2<sup>nd</sup>, 2014 Parachute held a successful awareness event with Mrs. Laureen Harper and the Hon. Lisa Raitt at Nepean High School in Ottawa with hundreds of graduating students. This event drew attention to the significant issue of teen driving habits, specifically distracted driving.

One of Parachute's goals is to decrease preventable injuries by 25% in three years. Much more is required if Canada is to realize a 25% reduction of injuries as the first milestone in our journey to become an injury-free nation. Based on the Public Health Agency of Canada's injury death rate (2008) and injury related hospitalization rate (2009-10) this translates to following targets:

- Reducing injury related death rate from 45.7 (per 100,000 individuals) to 34.3, which represents 3,996 lives.
- Reducing injury related hospitalization rate from 680.1 (per 100,000 individuals) to 510.1, which represents 59,595 individuals.
- The economic burden of injury is commonly estimated at \$19.8 billion annually, which represents direct and indirect (lost productivity) costs to the economic system. All else being equal, this reduction in death and hospitalization rates would also correspond to a reduction of economic burden by \$3.6 billion, from \$19.8 billion to \$16.2 billion.

## **2015 Federal Budget**

In aligning with Canada's vision for the 2015 Federal Budget there are two main areas of mutual interest between Parachute and the Government of Canada that puts Canadian's health and the sustainability of our health care system first.

### **Balancing the federal budget to ensure fiscal sustainability and economic growth:**

Balancing the federal budget requires strategic investment into known, reliable areas for opportunity. Injury prevention is that opportunity to help mitigate costs while stimulating the economy and increasing efficiency. Injury prevention, as demonstrated by the strong return on investment, mitigates costs to government through healthcare and lost productivity – a strong case for investment to keep Canadians healthy, active and productive provides immeasurable benefits to the economy ensuring Canada's competitiveness long-term.

### **Support families and helping vulnerable Canadians by focusing on health, education and training:**

A child in Canada is more likely to die from a preventable injury than any other cause. In addition, certain populations in Canada experience higher injury rates as seen in Canadian Indigenous children and youth who are three to four times more likely to experience unintentional injuries that cause death<sup>1</sup>. Parachute acknowledges this by not providing 'one size fits all' solutions. We work with partners already established in vulnerable communities to leverage existing underutilized capacity and integrate injury prevention messaging into existing programs while focusing on health, education and training.

With an investment of \$5 million over two years Parachute will move the dial on the goal of supporting families and helping vulnerable Canadians by focusing on a health issue affects Canadians of all ages and that is the leading cause of death to Canadians aged 1 – 44 years – preventable injuries. Parachute's evidence-based injury prevention solutions, knowledge mobilization, public policy and social awareness efforts are designed to mobilize Canadians to live long lives to the fullest.

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<sup>1</sup> Banerji, Anna, *Preventing unintentional injuries in Indigenous children and youth in Canada*, Canadian Paediatric Society, Paediatric Child Health 2012; 17(7): 393