

Parachute Leaders in Injury Prevention

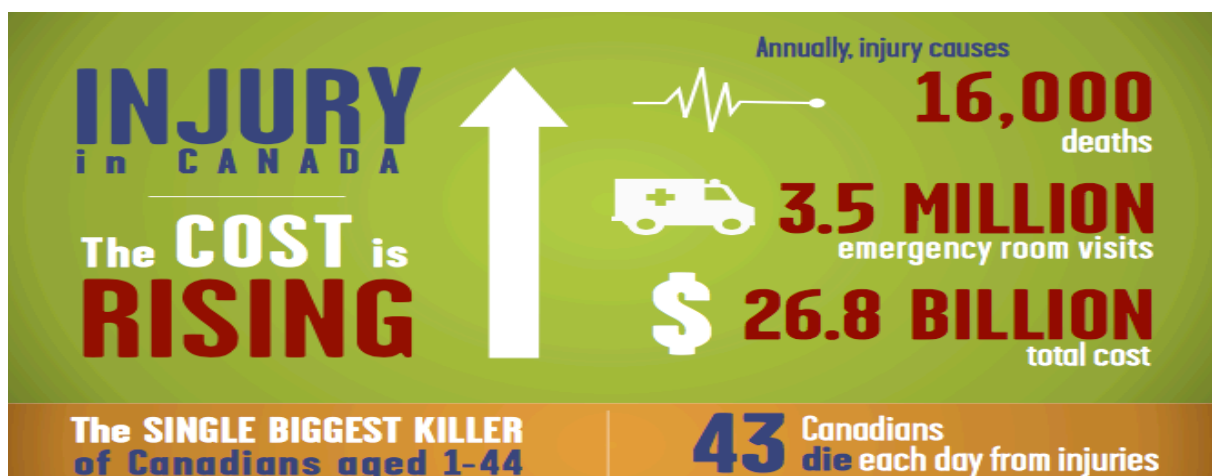
Investing in Injury Prevention to support Canada's Economic Growth & the Health of our Families

2017 Pre-budget Consultation

A Submission to the House of Commons Standing Committee on Finance

Submitted by Louise Logan, BA JD
President & CEO
150 Eglinton Avenue East, Suite 300
Toronto, ON M4P 1E8

August 5, 2016



Executive Summary

Preventable injuries take a staggering toll on children, youth, seniors, families and communities across Canada. Whether it is a concussion from playing soccer, a motor vehicle collision, or a fall at home, injuries are often life-altering and in severe cases result in death. Injuries impact our ability to parent and work, to go to school and play sports, to be active members of our communities, and to contribute to Canada's economic growth.

Preventable injuries are the leading cause of death for Canadians aged 1-44. According to Parachute and the Conference Board of Canada projections in the Public Health Agency of Canada (PHAC) funded *Cost of Injury in Canada Report*, over 16,000 Canadians are killed, 3.5 million visit emergency rooms, and 60,000 Canadians are disabled annually from preventable injuries.

The incidence of injury is closely tied to the social determinants of health. As a result, injuries have a disproportionate impact on specific groups such as children and youth, seniors and Canada's Indigenous Peoples. For example, the injury death rate among Indigenous children and youth is four times that of the Canadian average.

In addition to the personal cost, the cost of injury to our economy and productivity is significant. The total economic cost in one year is \$27 billion, and societal productivity losses resulting from preventable injuries for the working life of individuals aged 15 to 64 were \$10.9 million in 2010.

Unless we begin to take national, coordinated action, by 2035 preventable injuries will lead to over 26,000 deaths a year and cost \$75 billion.

In its 2017 pre-budget consultations, the federal government is seeking to identify measures that would ensure communities throughout Canada enable residents to make their desired contribution to the country's economic growth. The federal government is seeking measures that would be most helpful in supporting the country's economic prosperity and competitive advantage.

We believe that federal investment in a national initiative to reduce the incidence and economic impact of preventable injuries will help achieve these goals. Reducing injuries will reduce barriers to participation and enable Canadians to contribute to our communities and our economic and competitive position.

The experience of other jurisdictions, such as Sweden and New Zealand, demonstrates that countries that have identified injury prevention as a priority, developed a national approach, and allocated required resources see significant and rapid decreases in deaths and hospitalizations, with corresponding reductions in economic cost.



Concussions have already been identified as a priority for the federal government. We believe that with strong, multi-sectoral, national leadership, Canada can be a leader in injury prevention on the global stage, while reaping the significant, proven, and rapid results other leading jurisdictions have already experienced.

Parachute is seeking a \$15M investment for a national injury prevention initiative over the next three years, with an initial focus on concussions and road safety. This investment will address the leading cause of death for Canadians aged 1-44, and reduce the economic, health and social impacts of injury on communities and specific populations across Canada.

More specifically, this federal investment would enable Parachute to partner with the public, private and philanthropic sectors to lead, coordinate, harmonize and facilitate a national initiative in two key areas: concussion prevention and management; and provide national leadership to make Vision Zero a reality across Canada.

Parachute understands the importance of seeking funds from the corporate, public, and philanthropic sectors, and will leverage its strong relationships with these sectors to seek matching funding support for the federal investment. To this end, we have already received strong indications of continuing financial support from leading national financial, insurance, oil and gas, and retail companies.

These investments will enable Parachute to harness the collective efforts required to address the leading cause of death for Canadians aged 1-44, reduce costs to our health system, remove barriers to full participation, and enable Canadians to make their desired contribution to the country's economic growth.

Investing in Injury Prevention to support Canada's Economic Growth & the Health of our Families

Background

Preventable injuries take a staggering toll on children, youth, seniors, families and communities across Canada. Whether it is a concussion from playing soccer, a motor vehicle collision, or a fall at home, injuries are often life-altering and in severe cases result in death. Injuries impact our ability to parent and work, to go to school and play sports, to be an active member of our community, and to contribute to Canada's economic growth.

The facts are clear. Preventable injuries are the leading cause of death for Canadians aged 1-44. According to Parachute and the Conference Board of Canada projections in the PHAC funded *Cost of Injury in Canada Report*, over 16,000 Canadians are killed, 3.5 million visit emergency rooms, and 60,000 Canadians are disabled annually from preventable injuries.

In just one year, the economic cost to Canadians is \$27 billion. Societal productivity losses resulting from preventable injuries for the working life of individuals aged 15 to 64 were \$10.9 million in 2010. Unless we begin to take national, coordinated action, by 2035 preventable injuries will lead to over 26,000 deaths a year and cost \$75 billion.

The incidence of injury is closely tied to the social determinants of health. As a result, injuries have a disproportionate impact on specific groups such as children and youth, seniors and Canada's Indigenous Peoples. For example, the injury death rate among Indigenous children and youth is four times that of the Canadian average.

In addressing the burden of injuries in Canada, Parachute has focused on two key issues: concussions, and road safety. In both of these areas, there are promising new developments with proven results that can be scaled to the national level.

Concussions - Concussions have already been identified as a priority for the federal government through the mandate letters to the Ministers of Health, and Sport and Persons with Disabilities. This includes the investment of funds into the development and implementation of a national strategy to raise awareness for parents, coaches and athletes on concussion treatment.

This work is more important than ever. New research has indicated that the incidence of concussion is significantly higher than previously estimated. At the same time, new research also shows that concussions may have more long-lasting effects on young athletes than once believed, which highlights the importance of prevention and proper treatment to keep our young people active and productive. For every dollar spent on a bike helmet, society saves \$45 and untold personal cost.

Parachute applauds the federal government for its leadership role in concussion management and prevention. Parachute is grateful for the ongoing support from the Government of Canada for our work, including support from the Minister of Health, the Minister of Sport and Persons with Disabilities, PHAC and Sport Canada for the launch of a concussion awareness video and a mobile app to provide Canadian athletes, coaches, educators and parents with real time access to concussion resources.

Vision Zero Road Safety – Parachute is also pleased that jurisdictions across Canada have recently begun to embrace Vision Zero, a leading evidence-based road safety strategy. Vision Zero was developed in Sweden and in that country it has led to a significant decrease in road fatalities and one of the lowest annual rates of road fatalities in the world with a rate of 2.8 per 100,000 population compared to Canada's 6 per 100,000 population.

Vision Zero is being successfully implemented in major cities across the United States. The establishment of a US-based Vision Zero Network has accelerated the rate of successful implementation in the US by providing a centralized point for resources, case studies and toolkits to facilitate implementation.

Here in Canada, at the national level, the Canadian Council of Motor Transportation Administrators adopted Vision Zero in its recent *Road Safety Strategy*. It has also been adopted by cities such as Edmonton and Toronto, and many others are now seeking implementation guidance and support.

The need for national action is clear. Transportation injuries pose one of the most significant burdens to Canada's health and economy. They result in 2600 deaths, 28,000 hospitalizations, and 290,000 emergency room visits. The cost to the Canadian economy is over \$4.2 billion a year. A recent US Centre for Disease Control and Prevention study found that Canada leads developed nations in the percentage of crashes that had a fatality or injury that involved alcohol.

Alignment with Federal Government Priorities

The federal government is seeking to identify measures that would ensure communities throughout Canada enable residents to make their desired contribution to the country's economic growth. The federal government is also seeking measures that would be most helpful in supporting the country's economic prosperity and competitive advantage.

We believe that federal investment in a national initiative to reduce the incidence and economic impact of preventable injuries will help achieve these goals. This national initiative will reduce barriers to participation and enable Canadians to contribute to our communities, and our economic and competitive position.

Request for Federal Investment

The experience in other jurisdictions, such as Sweden and New Zealand, demonstrates that countries that identify injury as a priority, develop a national approach, and allocate resources see significant and rapid decreases in deaths and hospitalizations, with corresponding reductions in economic cost. We believe that with national leadership and investment, Canada can be a leader on the global stage, and reap the significant and rapid results experienced in other leading jurisdictions.

Parachute is seeking a \$15M investment for a national injury prevention initiative over the next three years, with an initial focus on concussions and road safety.

This federal investment would enable Parachute to partner with the public, private and philanthropic sectors to lead, coordinate, harmonize and facilitate a national initiative in two key areas: concussion prevention and management; and national leadership to make Vision Zero a reality across Canada.

This partnering will enable accelerated action on injuries by leveraging and building on a strong foundation of existing relationships, knowledge and resources. Overall progress and Parachute's contribution would be assessed and measured using evidence-based indicators.

Investment from the Private and Philanthropic Sectors

Parachute understands the importance of seeking funds from the corporate, public, and philanthropic sectors, and will leverage its strong relationships to seek matching funding support for the federal investment. To this end, we have

already received strong indications of continuing financial support from leading national financial, insurance, oil and gas, and retail companies.

These investments will enable Parachute to harness the collective efforts that will address the leading cause of death for Canadians aged 1-44, reduce costs to our health system, remove barriers to full participation particularly for our vulnerable populations, and enable Canadians to make their desired contribution to the country's economic growth.

Conclusion

Preventable injuries are the leading cause of death for Canadians aged 1-44, and take a staggering toll on Canadian families, communities and economy.

Parachute is pleased that concussions have been identified as a priority for the federal government, and looks forward to continuing its important collaborative work with PHAC and Sport Canada.

With growing awareness and understanding of the true impact of preventable injuries, Parachute believes the time has come for Canada to invest in a national initiative to reduce the incidence and economic impact of preventable injuries. Building on the experience and success of other leading jurisdictions, this national initiative will reduce barriers to participation and enable Canadians to contribute to our communities and our economic and competitive position.

A national injury prevention initiative will save lives, keep Canadians active and productive, and help achieve our national goals.