



Leading injury groups commit to speaking with One Voice

June 15, 2010 (Toronto) – In an effort to create a “game changer” aimed at reducing the devastating toll of injury, Canada’s four leading national injury groups are today releasing the report, *One Voice, Safer Canada*, which points the way for groundbreaking steps to advance the cause of injury prevention. This collaborative study is a result of work over the last six months, made possible by funding from the Ontario Trillium Foundation.

The CEOs of the four agencies, Safe Communities Canada, Safe Kids Canada, SMARTRISK and ThinkFirst Canada, present the study recommendations at the annual Canadian Public Health Association conference in Toronto today. Most importantly, the study calls for those working in injury to speak with one voice, as a way to unify efforts, draw attention to the cause and dramatically increase the impact of the work of the four agencies.

While injury continues to be the leading cause of death for Canadians aged one to 44, and results in an economic burden of \$19.8 billion annually, the four national groups collectively raise just \$6.6 million annually to invest in prevention. This new collaboration will increase fundraising capacity and stakeholder engagement as well as increase research and knowledge brokering to the benefit of all Canadians.

The study recommends the creation of a new entity to take on a leadership role. The form a new entity would take is the substance of a proposed phase 2 of the study. To read the full report, *One Voice, Safer Canada*, visit www.safercanada.ca. This site also offers an opportunity for readers to respond to brief questions about the study and its findings.

The four organizations have issued and embedded an initial response at the front of the report itself to underscore strong initial support for key findings in the study:

“First and foremost, we unanimously agree with the study conclusion that the status quo for injury in Canada is simply not an option. We endorse the view that a new national, unifying entity is needed to mobilize support and gain momentum for injury prevention, elevate Canada’s international ranking in the field and deepen and broaden access to the resources required to effect significant change.”

Safe Communities Canada is a national, charitable organization dedicated to helping communities across the country build capacity and resources to reduce the pain and cost of injury and promote a culture of safety for all their citizens. 58 Canadian communities are Safe Community designated.

Safe Kids Canada’s mission is to lead and inspire a culture of safety across the country in order to reduce unintentional injuries, the leading cause of death among children and youth in Canada. Safe Kids Canada has over 2,000 partners nationally to educate parents on major causes of injury and death and the simple measures available to them to protect their children.

SMARTRISK is a national charity whose vision is a Canada where youth enjoy life to the fullest, injury free. SMARTRISK is dedicated to preventing injuries and saving lives by helping Canadians manage risk, primarily through its youth focused SMARTRISK No Regrets program.

ThinkFirst Canada is a national, charitable organization dedicated to preventing brain and spinal cord injury. Founded in 1992 by renowned neurosurgeon, Dr. Charles Tator, ThinkFirst Canada advocates proven injury prevention strategies, including helmet use. At the heart of ThinkFirst Canada are 19 Chapters that stretch across the country.

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