

EMBARGOED UNTIL 10 December 2009 12:00 P.M. ET

## Ontario Trillium Foundation Funds Collaboration Study by the Four National Injury Prevention Organizations

The *Ontario Trillium Foundation*, an agency of the Government of Ontario, has announced that it will fund a study into new ways and means for collaborating among Canada's four national injury prevention organizations.

Safe Communities Canada, Safe Kids Canada, SMARTRISK Foundation and ThinkFirst Canada, the study co-sponsors, seek 'a game changer' that will build their capacity as individual organizations to promote what works in preventing life-altering injuries and injury-related deaths.

To this end, the study will examine *how* the four organizations may jointly identify, integrate and approve shared initiatives in knowledge mobilization, stakeholder engagement, resources development and marketing. It is expected to produce recommendations that will assist each organization, in partnership with their natural allies, in increasing the awareness, understanding and uptake among their respective target populations of what works to reduce the incidence and costs of preventable injury and death.

The study will build on previous joint efforts of the four national injury prevention organizations in advocacy, education, and programming across Ontario and Canada. Along with specific programs offered in communities across the country, the four have worked together on a National Injury Prevention Strategy, to advance Injury Prevention as a major health issue and, more recently, to launch the new *Be Visible*, and *Be Visible – Be Certified* campaigns in partnership with the Canadian Red Cross.

In view of this record of collaboration and their four complementary missions and functions, significant opportunities are anticipated for improving efficiency and effectiveness within each, for positively impacting on the sector as a whole, and for reducing preventable injuries and deaths even more.

**Safe Communities Canada** is a national charitable organization dedicated to helping communities across the country build the capacity and resources they will need as they commit to mounting coordinated, collaborative programs designed to reduce the pain and cost of injury and promote a culture of safety for all their citizens. Safe Communities Canada is an accredited certifying centre for the World Health Organization Collaborating Centre on Community Safety Promotion.

**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. As a national leader, Safe Kids Canada uses a collaborative and innovative approach to develop partnerships, conduct research, raise awareness and advocate in order to prevent serious injuries among children, youth and their families. Safe Kids Canada works with 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. Our vision is: Fewer Injuries. Healthier Children. A Safer Canada.

**SMARTRISK** is a national charity whose vision is a Canada where youth enjoy life to the fullest, injury free. We empower youth through education, programming and policy change to recognize and manage their risks of injury in the smartest way possible. SMARTRISK is dedicated to preventing injuries and saving lives by helping Canadians manage risk, primarily through our youth focused SMARTRISK No Regrets program, which is based on five simple choices: Buckle Up, Look First, Wear the Gear, Get Trained and Drive Sober.

**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 continues to be an injury prevention leader encouraging children, youth and those who care about them to be active and safe. ThinkFirst advocates for proven injury prevention strategies including helmet use. At the heart of ThinkFirst Canada are 19 Chapters that stretch across the country. ThinkFirst's injury prevention message is promoted through sport programs, schools, community presentations, concussion education and with the help of VIPs (Voices for Injury Prevention), a dedicated group of injury survivors who share the message that prevention is the only cure.

*la version française est disponible sur demande*