



May 29, 2023

What could your program or your hospital do with an extra million dollars? Is wanting to reduce pressure on your emergency services high on your wish list? Take up our challenge to join our work to prevent injuries – and prevent those cases from needing your hospital care.

The recently published [Cost of Injury in Canada](#) report shows that, in one year, preventable injuries from collisions, falls, poisonings, drownings and violence cost the Canadian healthcare system \$29.4 billion. That's **\$56 million per day**. Direct costs – costs incurred by hospitals for medical supplies, diagnostic imaging, drugs, ambulance transportation, emergency care costs, hospital care costs, physician services fees and rehabilitation costs – make up the vast majority at \$20.4 billion.

While hospitals treat injuries after they happen, medical centres have a key role to play, as well as a vested interest, in preventing injuries from happening in the first place. Think of how many patients who have suffered a preventable injury fill your trauma and emergency departments, along with other units. We are stronger together.

For the past six years, Parachute has hosted [National Injury Prevention Day \(NIPD\)](#) on our annual birthday **July 5, 2023**.

NIPD brings an opportunity for us to shine a light on the preventability of injuries. It's a chance to come together across disciplines to raise awareness that we have effective solutions to keep people from getting seriously injured or killed and to stop them from needing hospital/trauma services.

**So, what can you do?** There are many ways that your hospital and teams can get involved to recognize and participate in National Injury Prevention Day. Here are a few ideas and we're sure you'll think of more.

- Light up your building(s), sign(s), or other areas green, the signature colour for safety.
- Tie green ribbons to places within the hospital
- Serve green food, e.g., ice cream, candies
- Wear green T shirts

- Get active on social media! Parachute will be sharing a filter that can be used on social media and our hashtags #ParachuteNIPD #TurnSafetyOn. [We'll also be providing a social media guide downloadable from our website.](#)
- Share information about the cost of injury with your teams

Whatever you do have fun, take photos, and share them to show the collective strength and collaboration across the country.

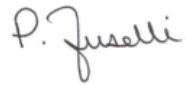
**Go to our NIPD Hospital Challenge webpage**

<https://parachute.ca/en/program/national-injury-prevention-day/nipd-hospital-challenge/> to fill out a brief form so you can let us know how your hospital will participate in the 2023 National Injury Prevention Day on July 5, 2023!

Sincerely,



Dr. Andrew Beckett  
President  
Trauma Association of Canada



Pamela Fuselli  
President & CEO  
Parachute

Share injury prevention messaging on July 5, 2023, National Injury Prevention Day! Below are two examples of hospital participation in NIPD.

