

About
Parachute

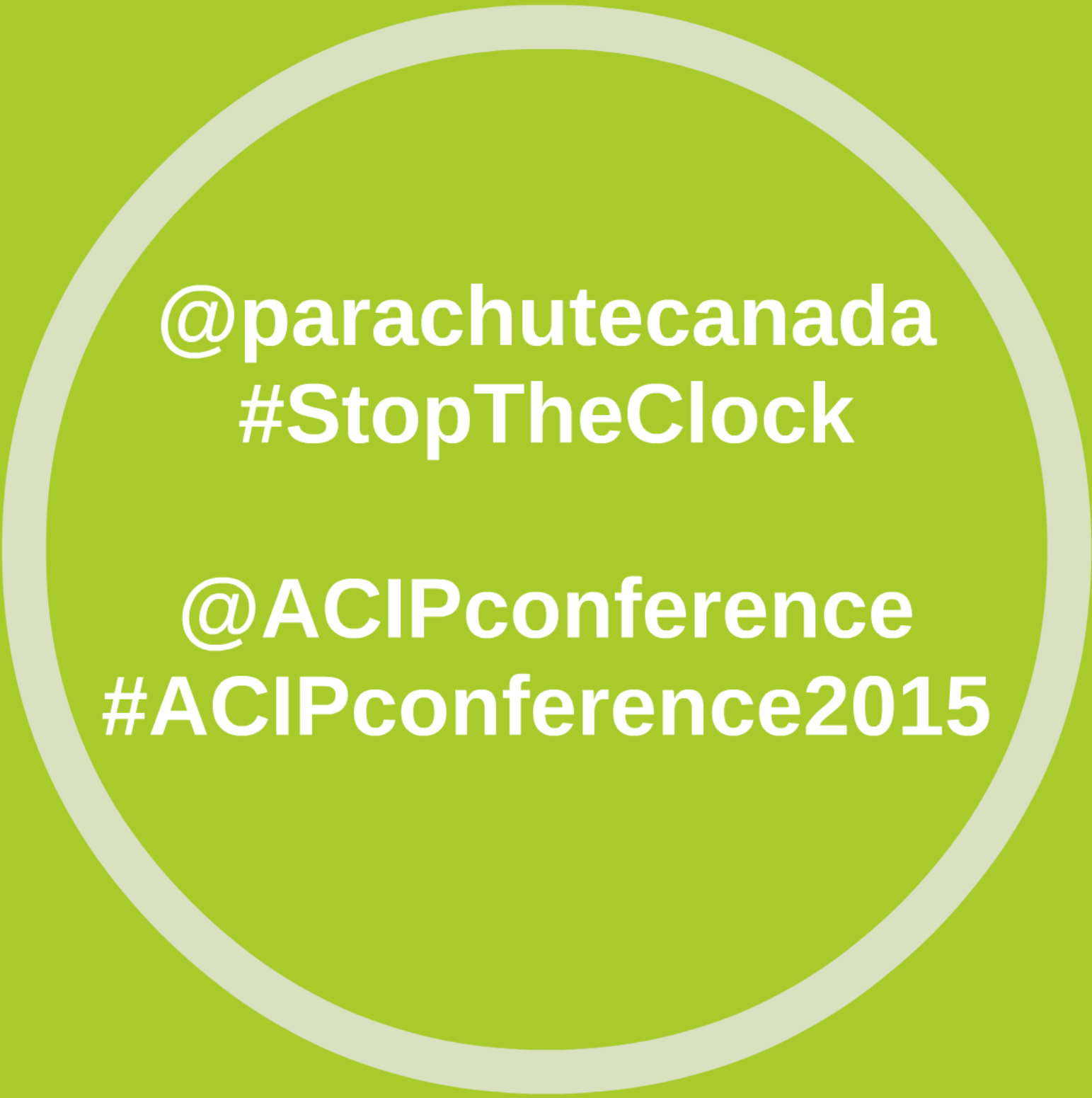
Using
Digital Media
to Meet Goals

Social Media and Injury Prevention

Louise Logan, President & CEO, Parachute

Stop the Clock:
An Example

Why Digital and
Social Media?



**@parachutecanada
#StopTheClock**

**@ACIPconference
#ACIPconference2015**



About Parachute



Parachute

PREVENTING INJURIES. SAVING LIVES.



SMART RISK



SAUVE-QUI-PENSE
preventing injury with smart thinking



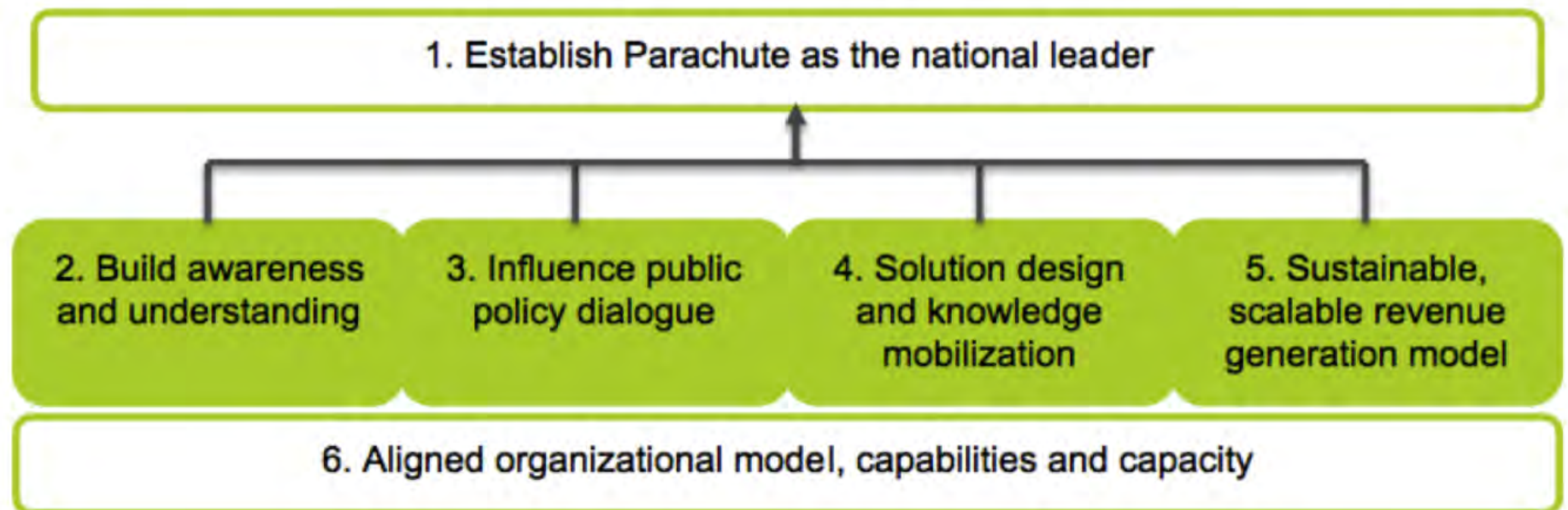
thinkfirst



pensez d'abord



Strategic Approach





Using Digital Media to Meet Goals

The DOs and DON'Ts

Determine your audience

Create measurable goals

Be consistent

Think visually

Be a good listener

Show interest in your audience

Build a strong community

Be engaging

Have meaningful conversations

Include hashtags to narrow your focus

Keep it short and punchy

Plan out your content

Be familiar with the rules of social media



Build your network too quickly

Rely on one social media platform

Spam

Neglect depth of your relationships

Neglect mobile

Be pushy

Ignore your website

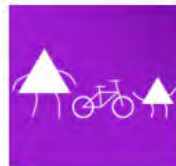
Go silent

Get stuck using corporate language



Elements of Success - coordinated strategy and network activation

Safe Kids Week 2015



Blog
Growing up in a safe cycling family.



Community Resources
Online resources you can use to promote cycling safety.



Resources for safe cycling
Prevent cycling injuries with these credible resources. Parachute's Horizon, the hub for injury prevention information you can use.

LOCAL EVENTS

Safe Kids Week events are happening across Canada. Find events in your area.

Eastern Canada
Central Canada
Western Canada

SHARE PARACHUTE



FACEBOOK TWITTER GOOGLE PLUS SHARETHIS



Infographic

How you can be a safe cyclist.



Media Resources

Find Safe Kids Week related media Parachute.

- Backgrounder and Key Messages
- Press Release

Elements of Success - storytelling, public figures/celebrities



The Honourable Minister Rona Ambrose
Minister of Health



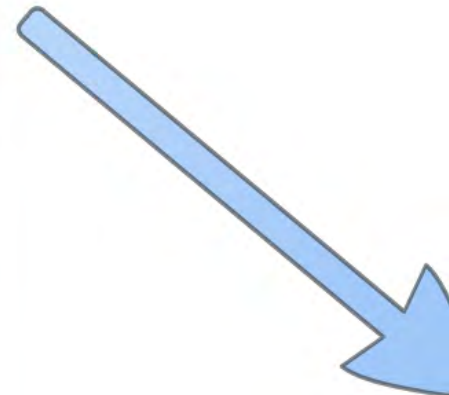
Rick Hansen
Testimonial



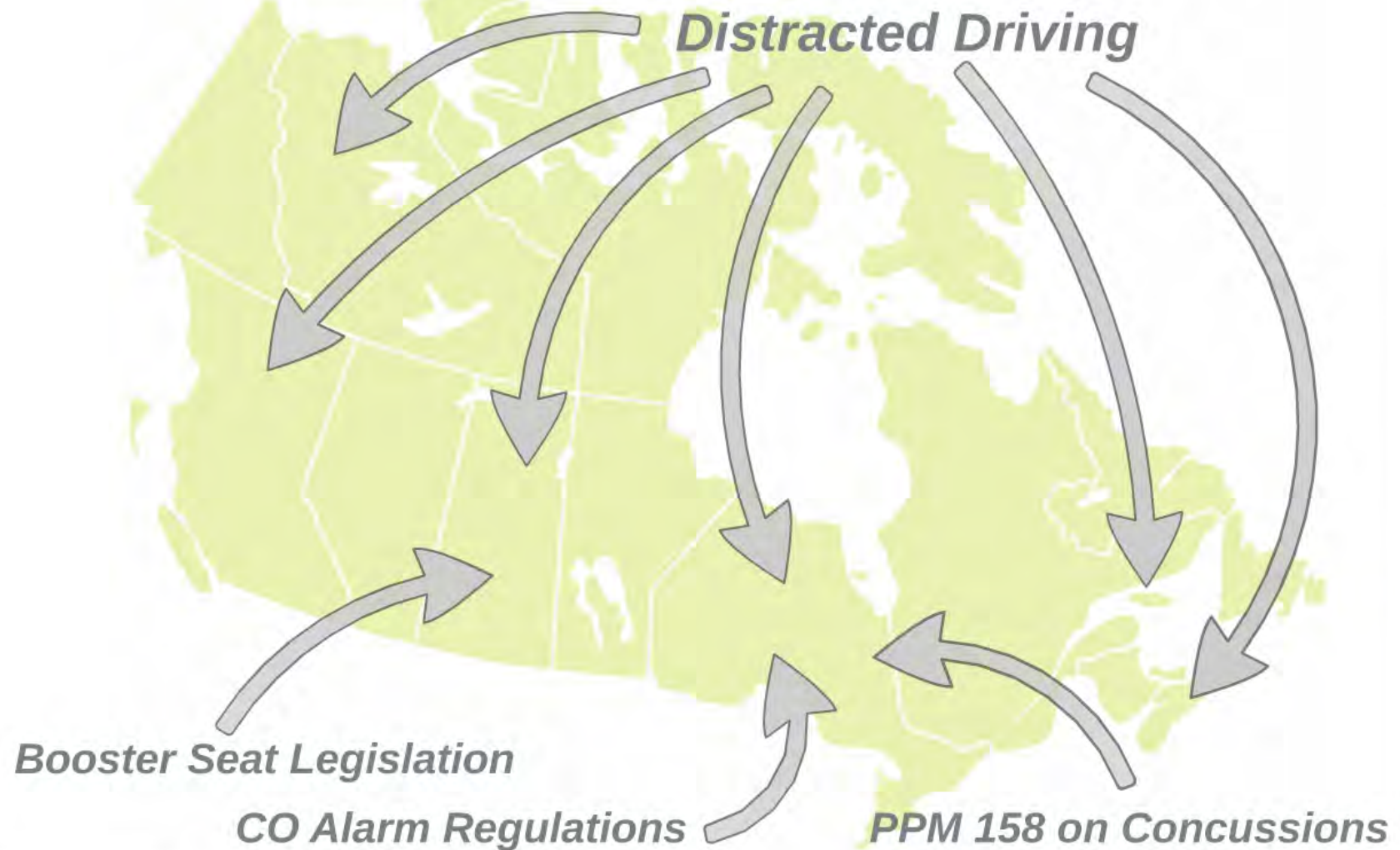
Ned Levitt
Testimonial



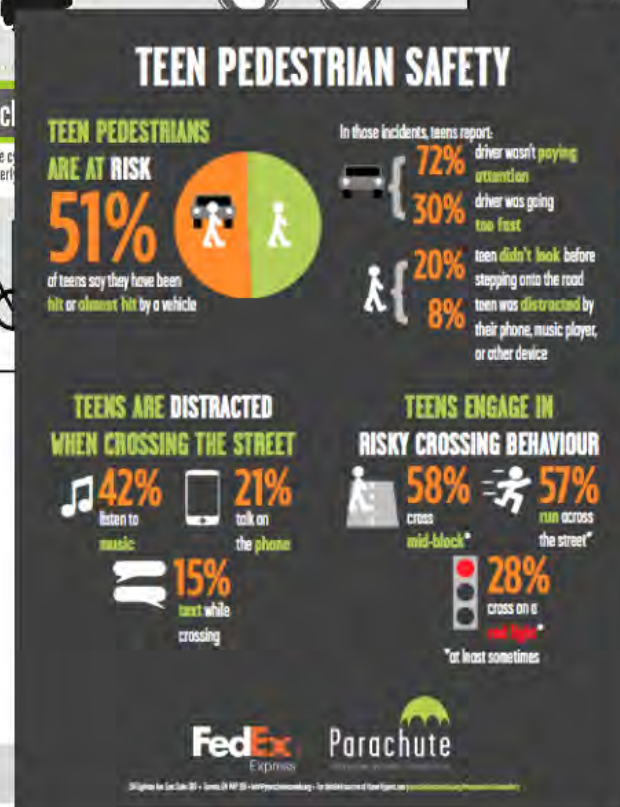
Molly Tissenbaum
Testimonial



Elements of Success - integrating public policy



Elements of Success - infographics



Elements of Success - linking Canadians with resources



parachutecanada.org

Parachute
PREVENTING INJURIES. SAVING LIVES.

Parachute's Horizon

Find. Share. Prevent.

Browse Wizard

Search for a topic or enter keywords

MAP TOOL
Find organizations in your area

GUIDELINES

Français

Home Programs Course Login

Support My Account

TOOL

Parachute's Online Concussion Courses

As part of Parachute's goal to build awareness and influence behaviour, Online Concussion courses are being offered to players, parents, and [...]

Child Injury Prevention

Injury is the leading cause of death for children in Canada. In fact, children are considered a vulnerable population with unacceptably high rates of injury.

Introduction to Child Injury Prevention

This free, on-line course is for people who work with families of that may be new to Canada, have lower literacy, be led by just a few people in Canada.

The course will teach participants an effective planning approach works in conjunction with the new child injury prevention resource www.parachutecanada.org/child-injury-prevention

Duration: 2-4 hours

Quick Registration

Do you have a Quick Register Code? [Click here to register](#)

Register for a manager or personal account.



Canadians with resource

parachutecanada.org



Donate



Parachute's Horizon

Find. Share. Prevent.



Browse



Wizard

Search for a topic or enter keywords



MAP TOOL

Find organizations
in your area



Elements of Success - online and offline media



Cost of injury in Canada

Thu, Jun 4: Pam Fuselli of Parachute Canada talks about the economic cost of injuries in Canada.



Best of Toronto @BestOfTorontoTV · Jun 2

In Photos: The inaugural [#ParachuteGala](https://bestoftoronto.net/2015/06/in-pho...) fundraising gala supporting Parachute Canada bestoftoronto.net/2015/06/in-pho...

👤 Parachute Canada, Martin Short, Wayne Gretzky and 2 others



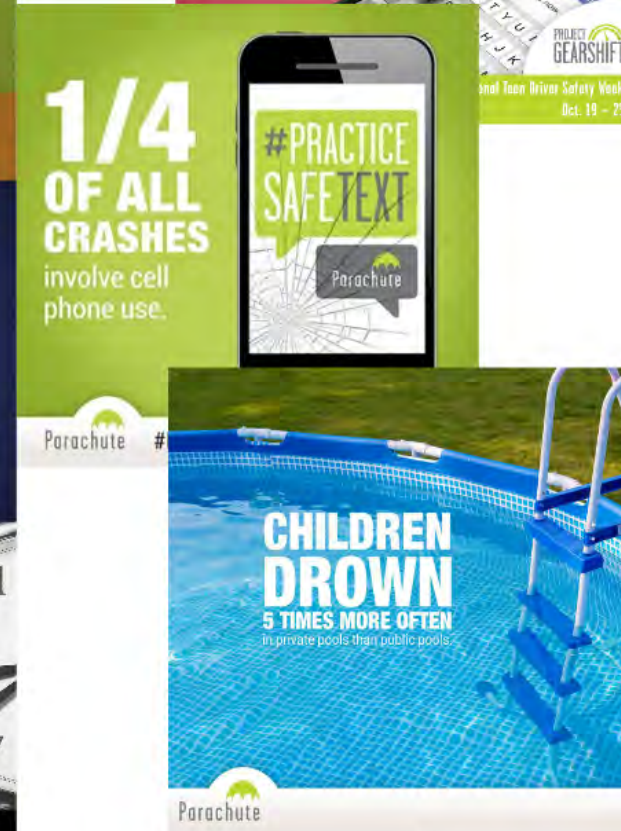
🔄 5 ★ 3 📷

[View photo](#)



Why Digital and Social Media?

A strong digital look and feel helps frame the conversation with Canadians



hute

#

CHILDREN DROWN

5 TIMES MORE OFTEN
in private pools than public pools.


Parachute

An integrated approach with traditional, social and digital media component helps us to deliver the message.

NEWS

Water safety key focus

By Zachary Shunock, For The Intelligencer
Friday, June 13, 2014 2:24:58 EDT PM



Retweeted by Rona Ambrose

Lisa Raitt @lraitt · 22h

Helped kick off Parachute's campaign #PracticeSafeText
pic.twitter.com/8c10HZkOCT. Kathryn Field told us abt her son Josh who died too young.



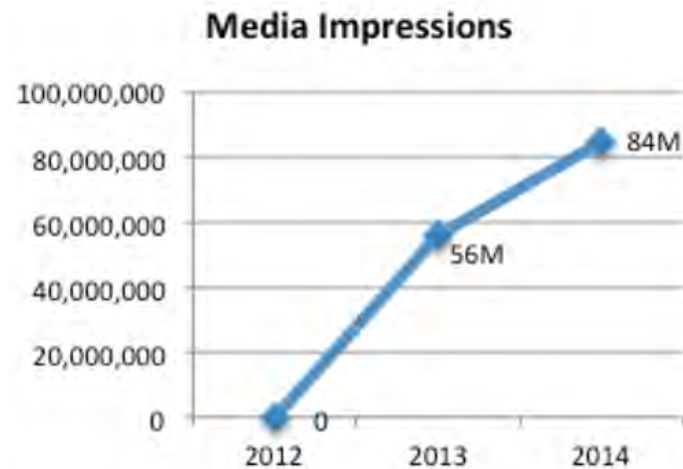
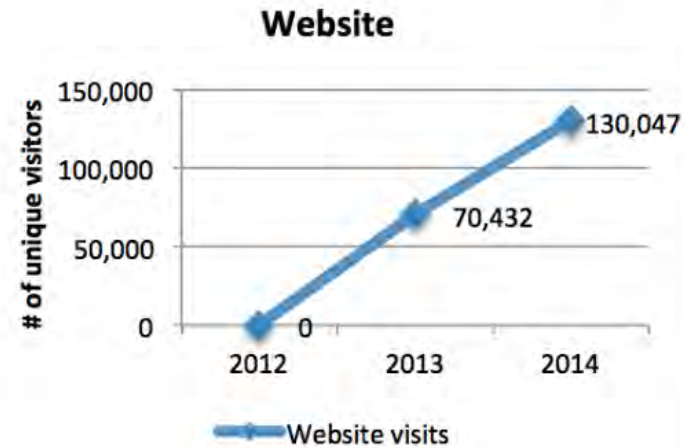
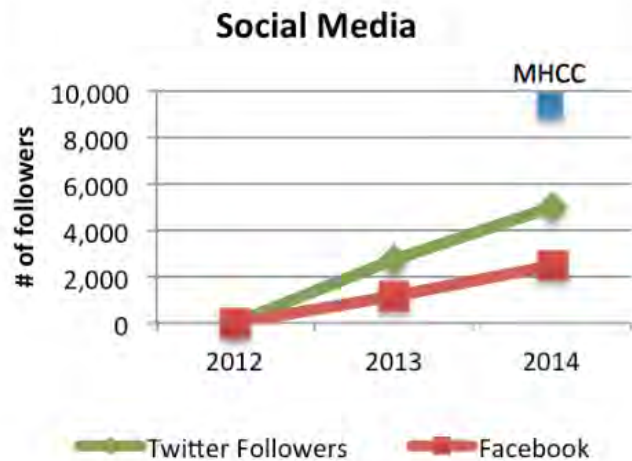
33

16



[View more photos and videos](#)

Social media drives traditional media



Q1 2015 began with 273 stories, 23.7M media impressions.



Stop the Clock: An Example

Launched national awareness campaign to *stop the clock* on preventable injuries in June 2014



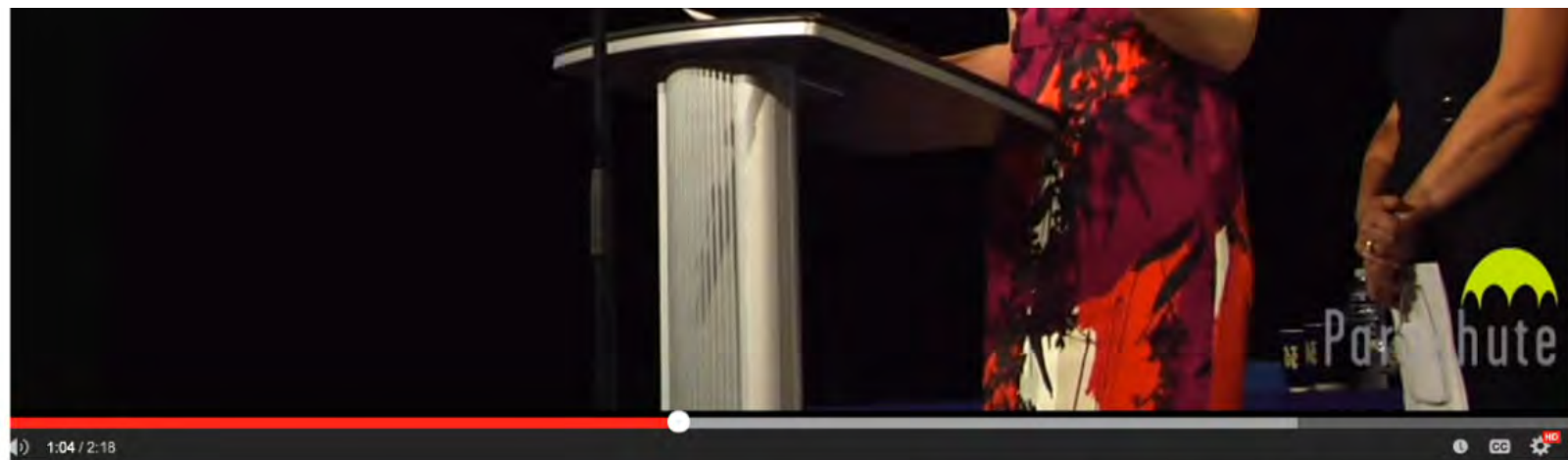
Rona Ambrose @MinRonaAmbrose · 21h

We need to make texting and driving as unacceptable and intolerable as drinking and driving. #practicesafetext #stoptheclock



Preventable @Preventable · 22h

The clock is ticking! You have the power to make Canada injury-free. Join @parachutecanada and #stoptheclock bit.ly/1h0bEXb



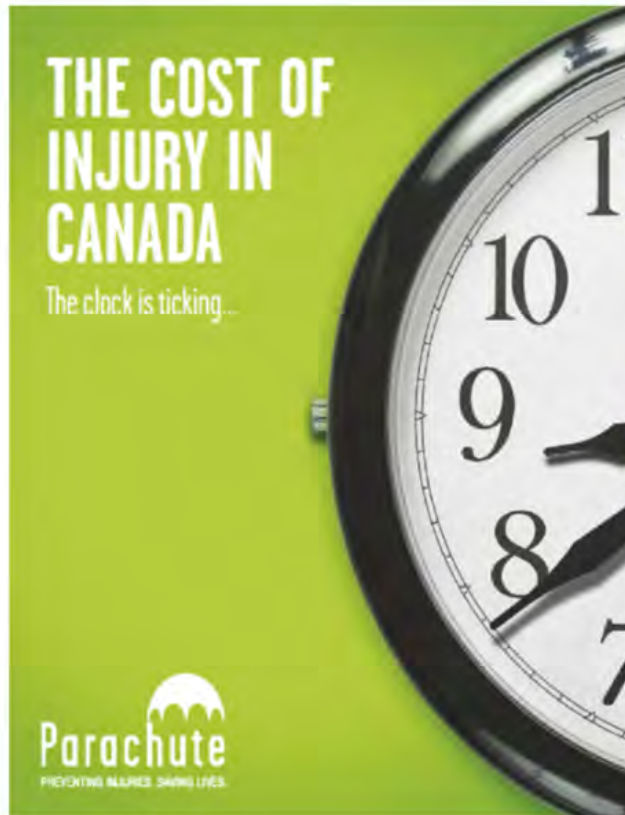
Together we can
STOP THE CLOCK
on preventable injuries.



Preventable @Preventable · 22h

The clock is ticking! You have the power to

Integrating Stop the Clock



AN EVENING TO STOP THE CLOCK

Parachute is a National Charity dedicated to preventing injuries and saving lives:

- Injury is the #1 cause of death for Canadians between the ages of 1-44
- Tragically, one child dies every 9 hours from a preventable injury
- Research shows 90% of all injuries are preventable

Support Parachute as we awaken Canadian families to the issue and reduce the emotional and financial burden of injury in Canada.

Parachute GALA
May 20, 2015 • The Fairmont Royal York Hotel, Toronto

Celebrating the extraordinary work and resounding impact of **Dr. Charles H. Tator, CM, MD, PhD, FRSC FRCPC**
HONOURARY CHAIR: Wayne Gretzky
HOSTED BY: Jason Priestley
FEATURING: Martin Short, Deborah Cox, JRDN, Lawrence Gowan

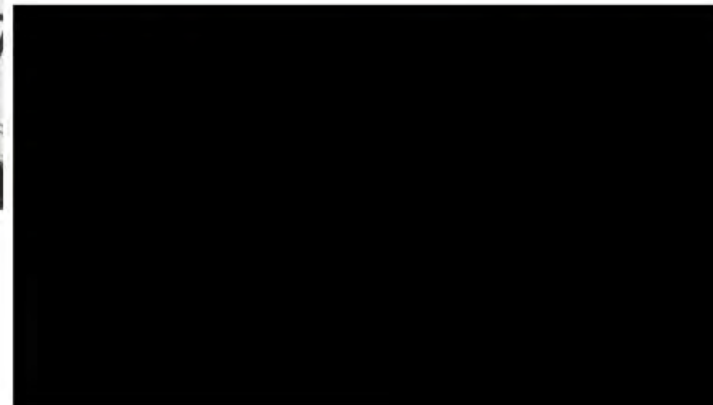
SOLD OUT

info@parachutegala.com • 647.299.7765

Parachute | parachutecanada.org

TRICIEL K&M TOYS & GAMES, KIMBLE, TD, AIR CANADA, McDonald's, Borden's, STEVENSON'S, DIXON, ATPH

A poster for the Parachute Gala. It features a group of people, including Martin Short, Deborah Cox, JRDN, and Lawrence Gowan. The background is green and white. A large clock face is visible on the right side of the poster.



AN EVENING TO **STOP THE CLOCK**

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parachutecanada.org



THE COST OF INJURY IN CANADA

The clock is ticking...



CLOCK

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info@parachutegala.com • 647.2


PREVENTING INJURIES. SAVING LIVES.

parachutegala.com

TRIDEL
BUILT FOR LIFE


Roots


TD

Key Results

- ***Stop the Clock*** launch resulted media coverage by CBC, CTV, Global National, CPAC, talkshow radio, featured on Globe & Mail's home page, 4.7M media impressions, over \$1M in play on Bell media channels, a feature on 24/7, and award from Canada Health Infoway.



CBCBreakaway @CBCBreakaway · 20h
As mentioned on air, for more info about the national awareness campaign on distracted driving, @parachutecanada: parachutecanada.org

CACP / ACCP @CACP_ACCP · 2h
The Govt of Canada and @parachutecanada urge teenagers to stop texting and driving parachutecanada.org/news-releases/... #StopTheClock #PracticeSafeText

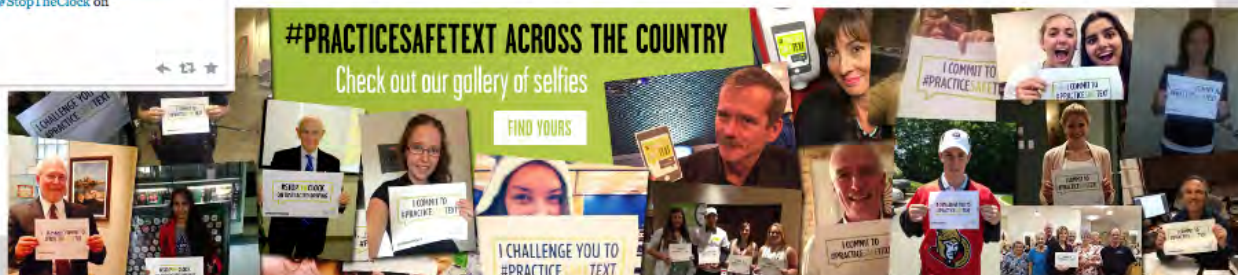
Canadian Red Cross @redcrosscanada · 23h
Injuries are preventable! Take the pledge and #stoptheclock against distracted driving. Video: youtu.be/89pA23k0LuI via @parachutecanada

Key Results

- **National Teen Driver Safety Week 2014** had over 50 partners in over 250 community events including virtual classroom. Key results included coverage by CHFI, CTV and News Talk, 33 media stories, 1.7M media impressions, and 3.7M twitter impressions



Parachute Canada
@parachutecanada
Follow
.@Senators @KyleTurris shows us how to #PracticeSafeText - show us your pledge! ow.ly/1/5LHuy #StopTheClock on #distracteddriving
1:51 PM - 2 Jun 2014
9 RETWEETS 1 FAVORITE



Key Results

Cassie Campbell and 3 others retweeted

Parachute Canada @parachutecanada · May 6

Kids are likely to wear a helmet & be road safe if adults are doing the same.

#SafeKidsWeek ow.ly/MznmY



RETWEETS
84

FAVORITES
63



- ***Safe Kids Week 2015*** involved over 120 communities across Canada, and key results included coverage from CBC, CP24, 680News, 57 media stories, 7.8M media impressions, and 4.6M Twitter timeline deliveries.

SAFE CYCLING.
SAFE ROADS.
SAVE KIDS LIVES.

#safekidsweek May 4-10



Ride Together!



Key Results

- ***Cost of Injury in Canada Report 2015*** included coverage from CTV News, Global National, Canadian Press, and CBC. Social media attention national reporters, CMA, and other national organizations.



André Picard @picardonhealth · Jun 3

The carnage of preventable injuries called 'heartbreaking and unsustainable' cbc.ca/1.3097518 @parachutecanada @APEAL_Lab

CBC News



Preventable injuries in Canada called 'heartbreaking and unsustaina...

Preventable injuries from falls, motor vehicle collisions, fires and other activities claim the lives of more than 15,000 people of in Canada each year, according to a new report into the cost of the...



Parachute Canada

June 3 · 10

Let's protect all Canadians. Help us raise awareness about #injury prevention! #StopTheClock Find out more about our #CostofInjury report: <http://ow.ly/NlORd>

Gus Gamache, Kathy Mayo Walton, Sandeep Singh Buttar and 195 others like this.

54 shares

View 8 more comments

Hendrik Dekker Blessing Safety
10 hrs



Cdn Collaborating Centres for Injury Prevention recognized at #CostofInjury launch for their work





André Picard @picardonhealth · Jun 3

The carnage of preventable injuries called 'heartbreaking and unsustainable' [cbc.ca/1.3097518](https://www.cbc.ca/1.3097518) @parachutecanada @APEAL_Lab



CBC News



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Injury
of Ca

Parachu

breaking and
Canada @APEAL_Lab



Injury is the SINGLE BIGGEST KILLER
of Canadians aged 1-44



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CK is
NG



Cdn Collaborating Centres for Injury
Prevention recognized at #CostofInjury
launch for their work



Parachute Canada

June 3 · 🌐

Let's protect all Canadians. Help us raise awareness
about #injuryprevention! #StopTheClock Find out more
about our #CostofInjury report: <http://ow.ly/NIORd>

👍 Gus Gamache, Kathy Mayo Walton, Most Recent
Sandeep Singh Buttar and 195 others like this.

🔄 54 shares

💬 View 8 more comments



Hendrik Dekker Blessing Safety

10 hrs

The **CLOCK** is
TICKING