



NEWS RELEASE

For Immediate Release

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Preventable campaign wins award for making a difference

Preventable recognized for excellence in water safety campaigns

Vancouver, BC – Each year, Canadian Red Cross considers partners that have contributed in an outstanding way to their operations. The Canadian Red Cross thanks the Community Against Preventable Injuries (Preventable) for their work on multi-year, summer water safety partnerships with a “Partners in Humanity” Award.

Preventable developed the concept of these campaigns and the accompanying marketing products, delivered the products to Red Cross training partners, planned and executed the media events, the media buys, the cross-promotion, and more. The award stands in recognition of Preventable’s demonstrated commitment to improving the lives of vulnerable people since launching in 2009.

Past campaign highlights include:

- **Towels on the beach** – Towels laid out on beaches in BC during the summer months read “Before you think only other swimmers drown, have a word with yourself.” The towels were present on beaches in Vancouver, Kelowna, Victoria and Prince George.
- **Giant beach ball** – The same message was displayed on a giant beach ball floating in English Bay.
- **Overtaken boat** – The overturned boat floating in BC lakes and channels turned heads during boating season. The bottom of the boat read “If you don’t think you’ll need a life jacket today, have a word with yourself.”
- **Laughing Lifejackets** – Together with the Canadian Red Cross and BC Hydro, Preventable took over Vancouver’s much-loved sculpture “A-maze-ing Laughter” at English Bay. The statues were dressed in oversized orange lifejackets, along with a sign that reminded people to have a word with themselves before thinking that drowning only happens to others. The lifejackets were then used at Kelowna and Victoria beaches where Red Cross education teams were visiting.

Preventable in partnership with Canadian Red Cross encourages families to think differently in order to stay safe and injury-free throughout the year. Preventable is the first organization to undertake a province-wide social marketing strategy focusing on attitudes to prevent injuries. Preventable asks people to adjust their behaviours by thinking before they act, remembering to exercise preventative measures at all times, whether on the road, at work, home, or on the water.

To learn more about the award-winning campaign, visit www.preventable.ca

Quotes:

Dr. Ian Pike, Spokesperson, Preventable

We are thrilled to receive this recognition from the Canadian Red Cross. Preventable aims to speak to British Columbians at the time and place that injuries may occur, and this is made possible through the communication network of trusted partners, like the Canadian Red Cross, who are already out there doing excellent work in our communities.

Kimberley Nemrava, Vice President, Canadian Red Cross B.C. & Yukon

There were more than 10,000 unintentional water-related deaths in Canada between 1991-2010. The work of Preventable to change people's behaviours and help save lives aligns with the Canadian Red Cross's mission and vision in which people voluntarily demonstrate their caring for others in need. We are so pleased to present the Community Against Preventable Injuries (Preventable) with a Red Cross Partners in Humanity Citation.

Quick Facts:

- In 2010 alone, 51 people in BC died, 45 were hospitalized and another 161 visited the emergency room for drowning-related injuries. This cost the province \$25 million in both direct and indirect costs. (Source: *The Economic Burden of Injury in BC* report)
- Every year in Canada hundreds of Canadians drown while boating. Most of them never intended to be in the water, they were just enjoying their boating activity. Most of them, over 87%, were not wearing a lifejacket or a PFD (or did not have it done up properly) when they drown. (Source: Canadian Red Cross Drowning Report)
- Alcohol is associated with 40% of drownings amongst Canadians ages 15 and over. (Source: Canadian Red Cross Drowning Report)

About Preventable

Preventable (also known as The Community Against Preventable Injuries) is a province-wide, multi-partner organization raising awareness, transforming attitudes, and ultimately changing behaviours. The goal of the organization and its partners is to significantly reduce the number and severity of preventable injuries in BC. Preventable's strategy is based on two years of extensive research to develop a comprehensive understanding of how and why preventable injuries occur throughout the province. Preventable's work is made possible through the financial and in-kind support of a variety of organizations that continue to sign on as partners in fighting the epidemic of preventable injuries in BC. Now in its 8th year of activity, the campaign is an evolution in Preventable's ongoing discussion with British Columbians about the epidemic proportions of preventable injuries.

www.preventable.ca

About Canadian Red Cross

Each year, Canadian Red Cross trains more than one million Canadians to be safe in, on, and around water. An additional 300,000 Canadians take Red Cross first aid training and gain the knowledge, confidence and skills to deal with emergency situations and prevent injuries.

To learn more about safety and Red Cross training, call 1-888-307-7997, visit <http://www.redcross.ca>, or stop by your local Red Cross office.

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