

“It’ll never happen to me” Seriously?

THE COMMUNITY AGAINST
preventable
INJURIES

The Issue

The truth is preventable injuries are killing us. They’re the leading cause of death for British Columbians between the ages of one and 44, killing over 2000 people each year. Nearly 500,000 people require medical attention for preventable injuries each year. Tragically, more children in British Columbia die from preventable injuries than all other causes combined. In addition to the human suffering, the treatment of preventable injuries is one of the largest burdens on our province, costing over \$6 billion per year.

Who We Are

Our mandate is to raise awareness and transform societal attitudes to reduce the human and financial burden of preventable injuries. We are a registered not-for-profit organization that is truly a community—Preventable has built close partnerships with over 80 organizations across the country.

Our Strategy

We have spent three years and \$3 million researching attitudes towards preventable injuries. Here’s what we’ve found out:

- Up to 90% of all injuries are predictable and preventable.
- But most people believe serious injuries are inevitable.
- They also think, “It won’t happen to me”

To change this attitude our long-term strategy is to:

- Raise awareness by getting British Columbians to think differently about preventable injuries.
- Build a trusted injury prevention “brand”.
- Engage a “community” of partners to leverage our brand and harness our collective injury prevention efforts.

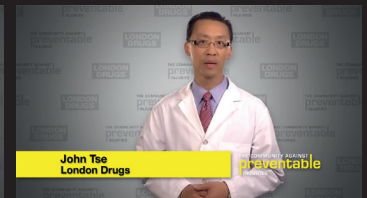
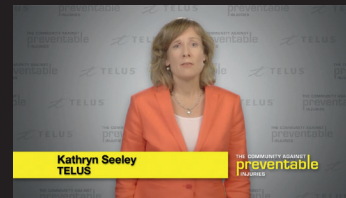
The Campaign

We use a holistic social marketing approach to target the attitudes that cause serious preventable injuries at home, at work, at play, and on the road. By using different channels, in an unexpected way, we are able to raise and sustain awareness of the issue and our brand.

Our efforts are making a difference:

- Those who have seen our campaign are significantly more likely to perceive injuries as preventable.
- Since launch, there has been a significant reduction in deaths by injuries among Preventable’s target audience age 25-55.
- Campaign monitoring shows a 4-5% positive shift in attitudes and behaviours towards preventable injuries across the entire BC population.
- Preventable’s brand equity is strong, and is seen as caring, credible and trusted.

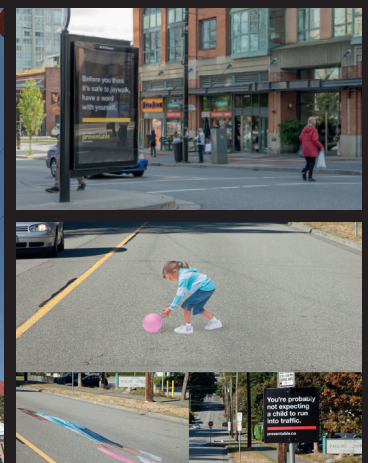
Partner Activities



Television



Outdoor Advertising & Stunts



Join Us

Changing societal attitudes is not something one organization can do alone—it takes a community to make it happen.

Find out how to get involved by email at:
info@preventable.ca or visit preventable.ca