

For Immediate Release
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Avoiding Halloween Horror through Preventable Actions

Preventable and London Drugs bring awareness to road safety during Halloween season

Vancouver, BC – Saving a life is as simple as paying attention when crossing the road, and practicing safe habits around busy road intersections and traffic. As Halloween approaches, kids and parents alike will be planning festivities with friends and families. A lot of trick-or-treating will take place out on the streets during a time of day that makes it difficult to spot pedestrians. Preventable wants to make sure that Halloween fun is safe and not scary.

“Both pedestrians and drivers have a part to play in making sure kids and parents are safe during Halloween,” says Dr. Ian Pike, spokesperson for Preventable. “Nobody expects to be involved in a traffic crash on what is supposed to be a fun, treat-filled night, but it does happen.”

From October 23-31, London Drugs and Preventable are raising awareness about road safety. London Drugs’ store employees all across BC will be wearing shirts saying “you’re not expecting to seriously injure yourself today”. The stores will also be selling reusable and reflective Halloween treat bags for kids, specially designed to raise the visibility of those carrying them, with the message “you’re not expecting a child to run into traffic”.

“London Drugs is pleased to be working with Preventable again on this road safety campaign,” said Jim Skinner, London Drugs Human Resources General Manager. “We want to encourage everyone in British Columbia to take part in this program and to exercise preventable actions on a daily basis.”

London Drugs’ collaboration with Prevention is an excellent example of a private sector partnership, working as part of an advocacy group to champion the cause of safety and injury prevention, raise the profile of this issue, drive engagement and influence behaviour change.

Consider the facts:

- The top three causes of death for adults due to preventable injury are: motor vehicle collisions, falls, and poisoning¹
- **At least 1 person dies each week due to motor vehicle crashes in BC²**

¹ Leading Causes of Injury Death in BC, BC Injury Research and Prevention Unit, 2007

² Preventing Pedestrian Injuries, BCIRPU Fact Sheet

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- Motor vehicle crashes are the leading cause of death for kids between the ages of 1-14³
- In BC, pedestrian injuries represent:
 - 1 death each week
 - 12 hospitalizations each week
 - 57 children at BC Children's Emergency Department⁴
- On Oct 31 2008, the average number of hospitalizations due to motor vehicle pedestrian injuries was 4 times higher than the average number of hospitalizations in a day⁵
- The most frequently reported child pedestrian action that results in injury or death is crossing at an intersection followed by running onto the road.⁶
- The simple presence of parents or caregivers can help reduce the risk of injury.⁷
- The majority of child pedestrian injuries and deaths occur in urban areas, however, when a pedestrian is hit on a rural road, the result is more likely to be fatal because of higher vehicle speeds⁸.

Preventable is the first organization to undertake a province-wide social marketing strategy focusing on preventable injuries. Using integrated advertising, guerrilla marketing activities and social media, 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, play or in water.

To learn more about road safety and preventable injuries, visit www.preventable.ca

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Notes to editor:

Preventable collaborates with partner organizations for each campaign – the partnership with London Drugs is the third campaign this year. This summer, Preventable partnered with Red Cross to raise awareness about drowning/boating safety. In September, Preventable and the BCAA Traffic Safety Foundation installed a 3D illusion in West Vancouver, to challenge attitudes and behaviours about road safety.

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.

³ Leading Causes of Injury Death, 2007, BCIRPU

⁴ Preventing Pedestrian Injuries, BCIRPU Fact Sheet

⁵ Derived from BCIRPU data for hospitalizations by injury type, 2008

⁶ BCAA Traffic Safety Foundation Media Release, August 30, 2010

⁷ Pedestrian Injury Facts, Safe Kids Canada, May 28, 2010

⁸ Pedestrian Injury Facts, Safe Kids Canada, May 28, 2010

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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. www.preventable.ca

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