

The Community Against Preventable Injuries

aka 'Preventable'

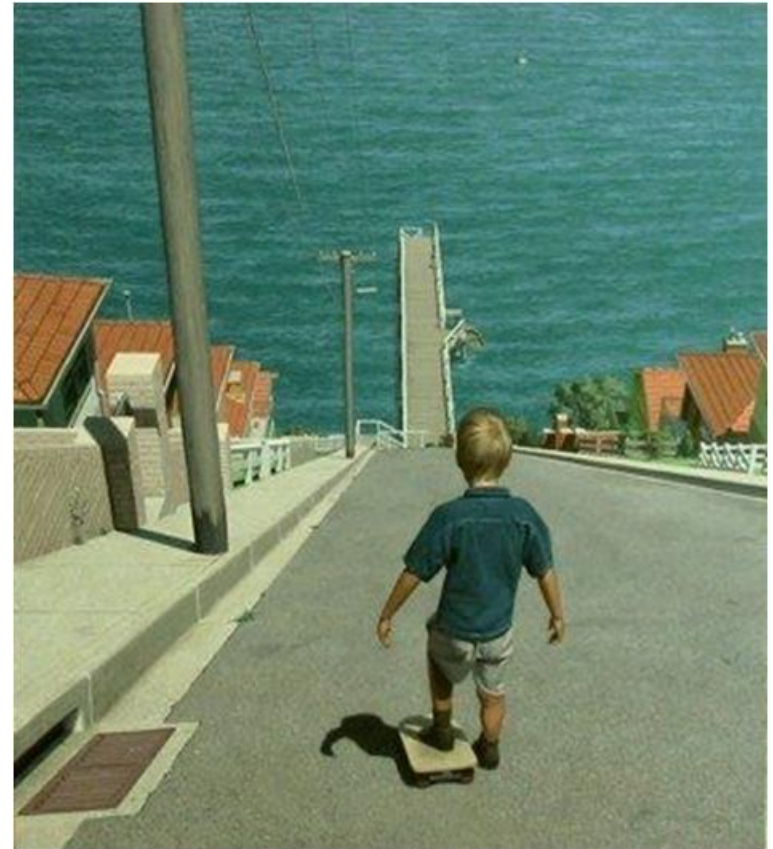
Dr. Ian Pike

preventable

preventable.ca

Who We Are

- Announced as “SafeBC” in May 2006 by the Minister of Labour and Citizen’s Services
- Recognition of the magnitude of the issue
- Provincial commitment to safety and injury prevention “in every aspect of life in BC”
- Make British Columbia “the safest province in Canada”
- Initiative has evolved - registered non-for-profit governed by a Board of Directors



The Magnitude of the Issue

In British Columbia

- Each year, **400,000** are seriously injured and **1,200** die
- **Leading cause of death** for ages 1 – 44
- More children die from preventable injuries than **all other causes combined**
- Total annual cost = **\$4.5 – 5.0B**
- **3rd largest cost** contributor to the BC health care system



A Provincial Opportunity – A Social Marketing Approach

- Understand current attitudes, perceptions and consumer “realities”
- Engage British Columbians “on their own terms”
- A holistic social marketing approach to preventable injuries
- Speak to the attitude that connects preventable injuries at home, at work, at play and on the road
- Build a “community” of divergent interests, coming together for a single issue, under a single banner, using a single approach



How Preventable Works

- Evidence-informed Injury Prevention Pillars:
 - Regulation & Enforcement of Legislation
 - Engineering & Environmental Design
 - **Education & Social Marketing (Preventable)**
- Partnering to combine the pillars into effective campaigns and strategies
- Leverage the partner activities and establish program synergies



Preventable Partners

- Partnerships are critical to the Preventable strategy
- To date, over 80+ organizations have joined, including some of the largest and most prominent organization's in BC



The Campaign

Campaign Objectives

- Raise awareness and start a “discussion” with British Columbians
- Create a province-wide injury prevention “brand”
- Transform societal attitudes and behaviours
- Create opportunity to join the movement and become an agent for change



Campaign Development & Delivery

- 2-year iterative process – understand consumer realities and the communication opportunities
- Focus group testing of creative, vetting and approval by partner senior marketing teams
- Not-for-Profit structure and focused mission – important for delivery
- Key to Delivery is Partnership
 - Tapping into partner customer communication channels and touch points
 - Meaningful co-branding to extend market penetration
 - Leverage partner expertise and resources
- Campaign components: mass media, ambient, community outreach, Internet (www.preventable.ca), Partnership Programs



Campaign Components

- Mass Media (general and targeted)
- Ambient
- Guerilla Activities
- Social Media and Internet Strategy
- Partnership Programs

Television and Mass Media



Drowning Prevention



Distracted Driving



Fall Prevention

Television and Mass Media



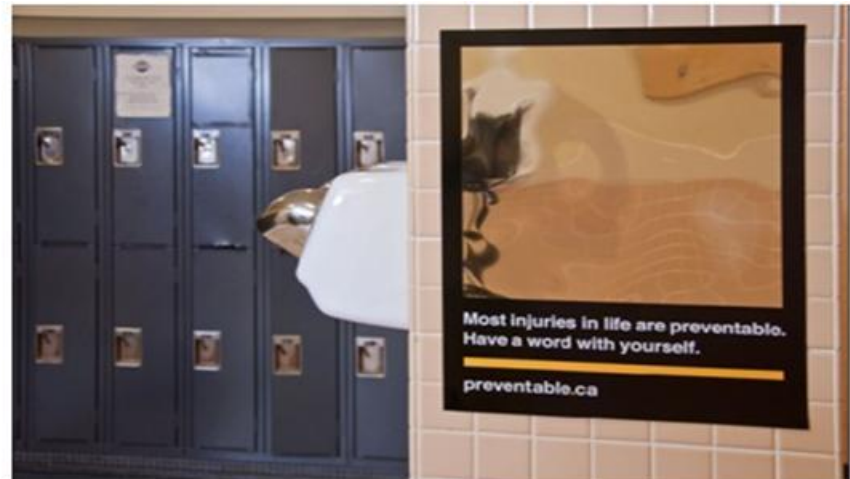
The Expert Champions



Ambient Messaging and Guerilla Activity



Ambient Messaging and Guerilla Activity



Partnerships and Co-branding

You're not expecting to seriously injure yourself on the job today.

Talk to your supervisor about site safety.
preventable.ca

WorkSAFE BC

You're not expecting to drown today.

Prepares, stay safe, survive.
Canadian Red Cross is proud to partner with **preventable.ca**

Canadian Red Cross
Croix-Rouge canadienne

Ladder safety at home for the holidays

preventable.ca **BC Hydro** **WorkSAFE BC**

You probably won't need a helmet today.

preventable.ca

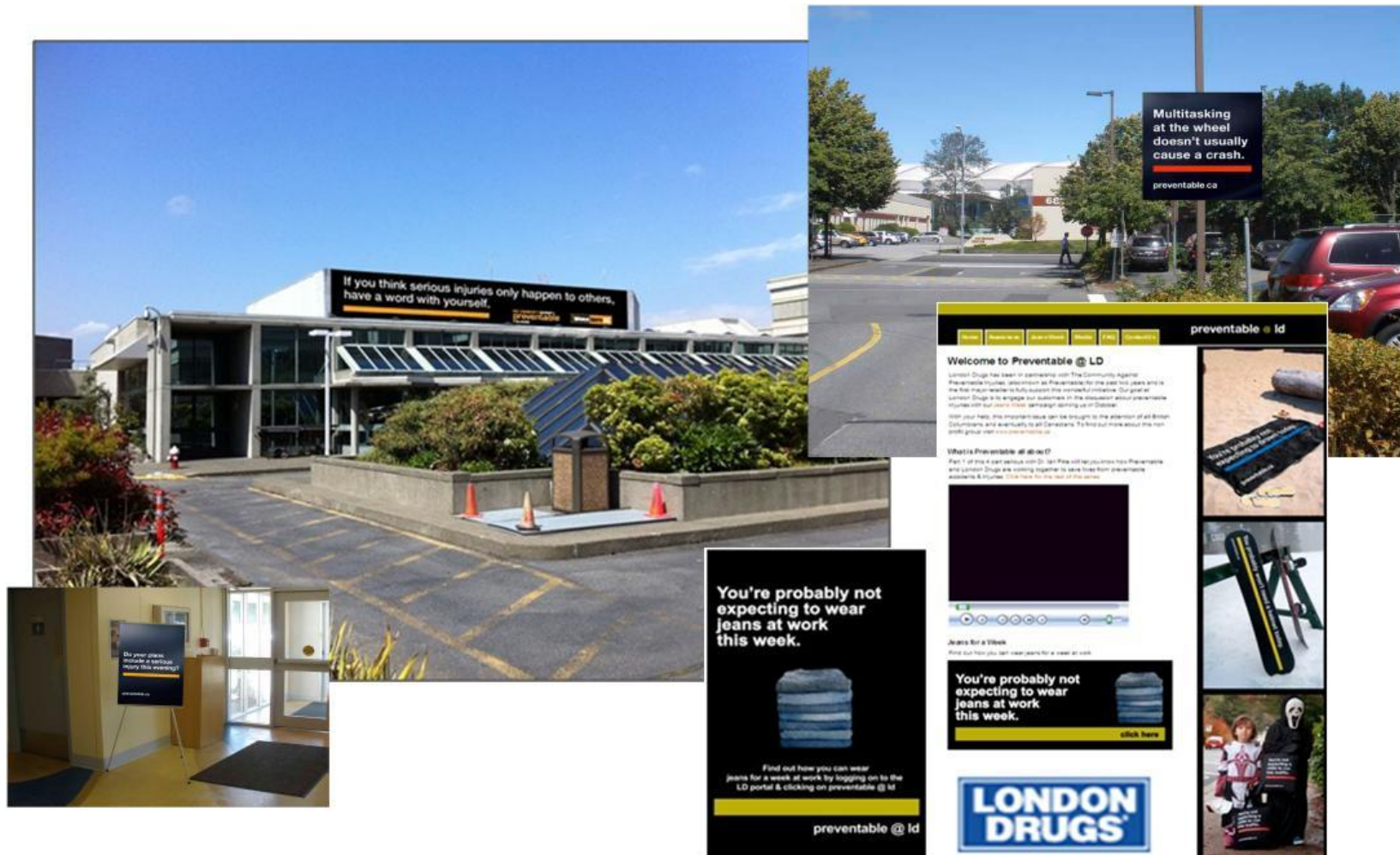
Whistler Parks & Recreation
935-PLAY

Serious injuries only happen to other people.

400,000 other people just like you.
Every year, thousands upon thousands of British Columbians suffer injuries that could have been prevented.

preventable.ca **LONDON DRUGS**

Partnership Staff Engagement Programs



Partnership Staff Engagement Programs

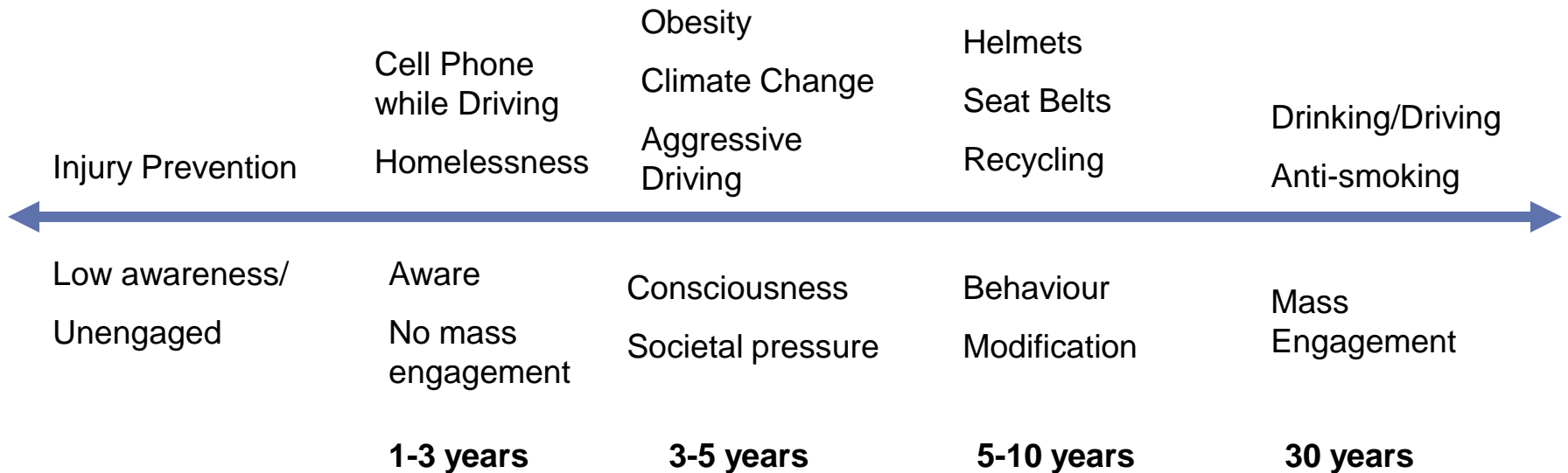


- Partnership between WorkSafeBC and 5 major construction firms in BC
- Signage placed at 8 sites for initial pilot and have signage placement continues to expand



Campaign Effectiveness

Social Marketing Continuum



Results: Campaign Effectiveness Model



Campaign Summary

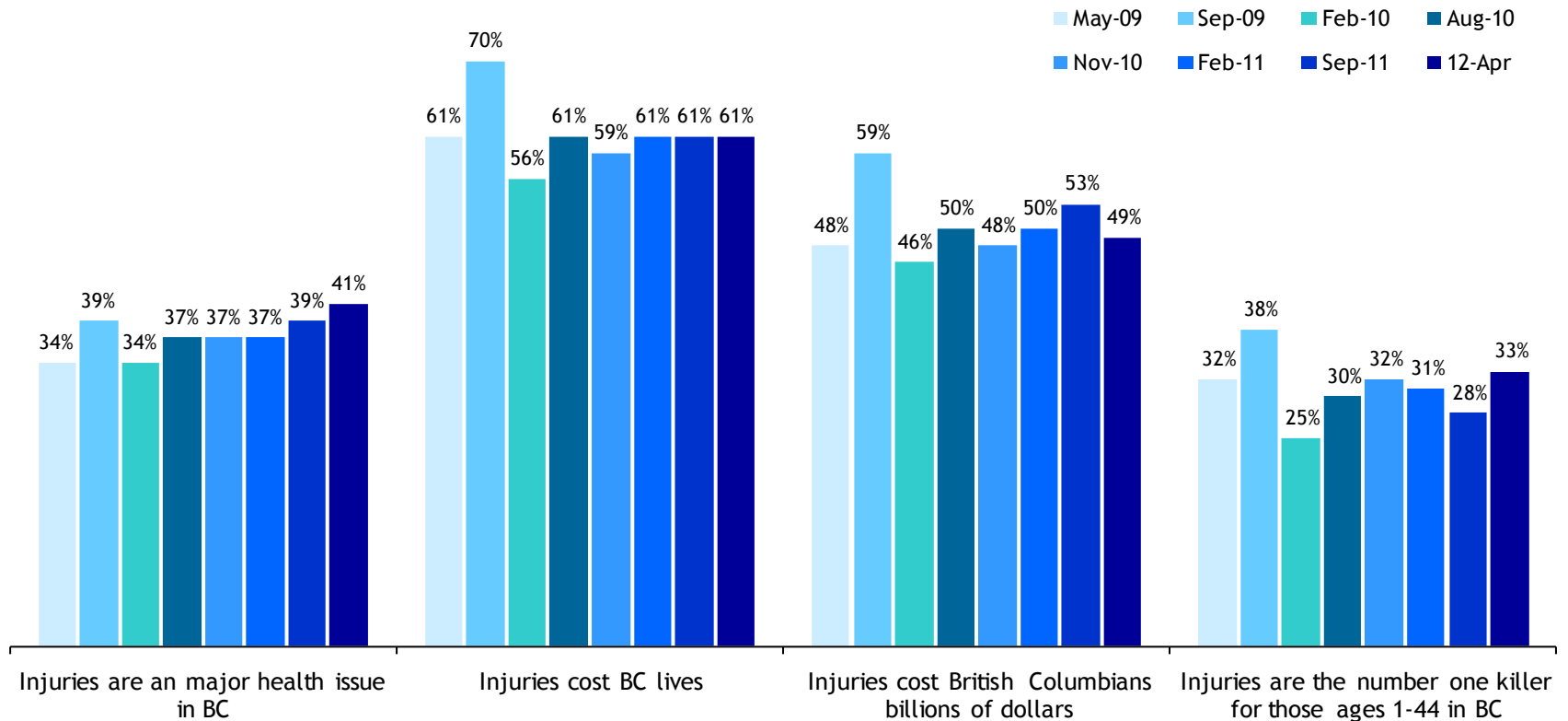
- Campaign **launched in June 2009**
- **Reached over 2M BC customers** (\approx 50% of the BC population), every week between June and December 2009, through TV, radio, print and on-line media
- **Over 100M media impressions** generated
- About **50,000 customers** visited preventable.ca in the first year following the launch



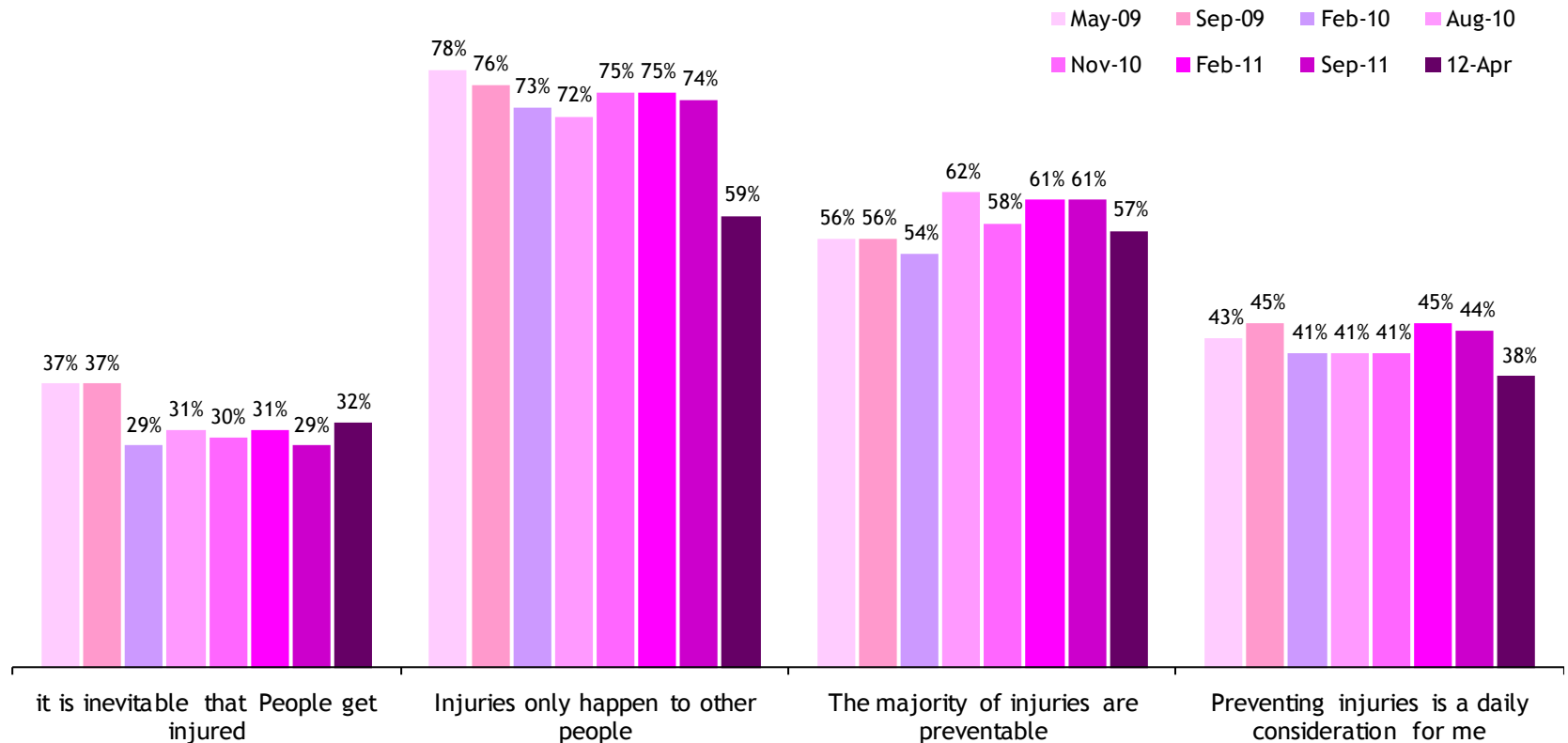
Campaign Effectiveness Results

- Campaign **recall increased by 45%** (from Jun. 09 baseline to Dec. 09)
- Ads were considered **informative, relevant, credible** and **generated self-reflection**
 - TV advertising was the key driver of recall
 - **No advertising fatigue** during the campaign period
- **Positive shifts** (5-10%) observed in attitudes towards injury prevention

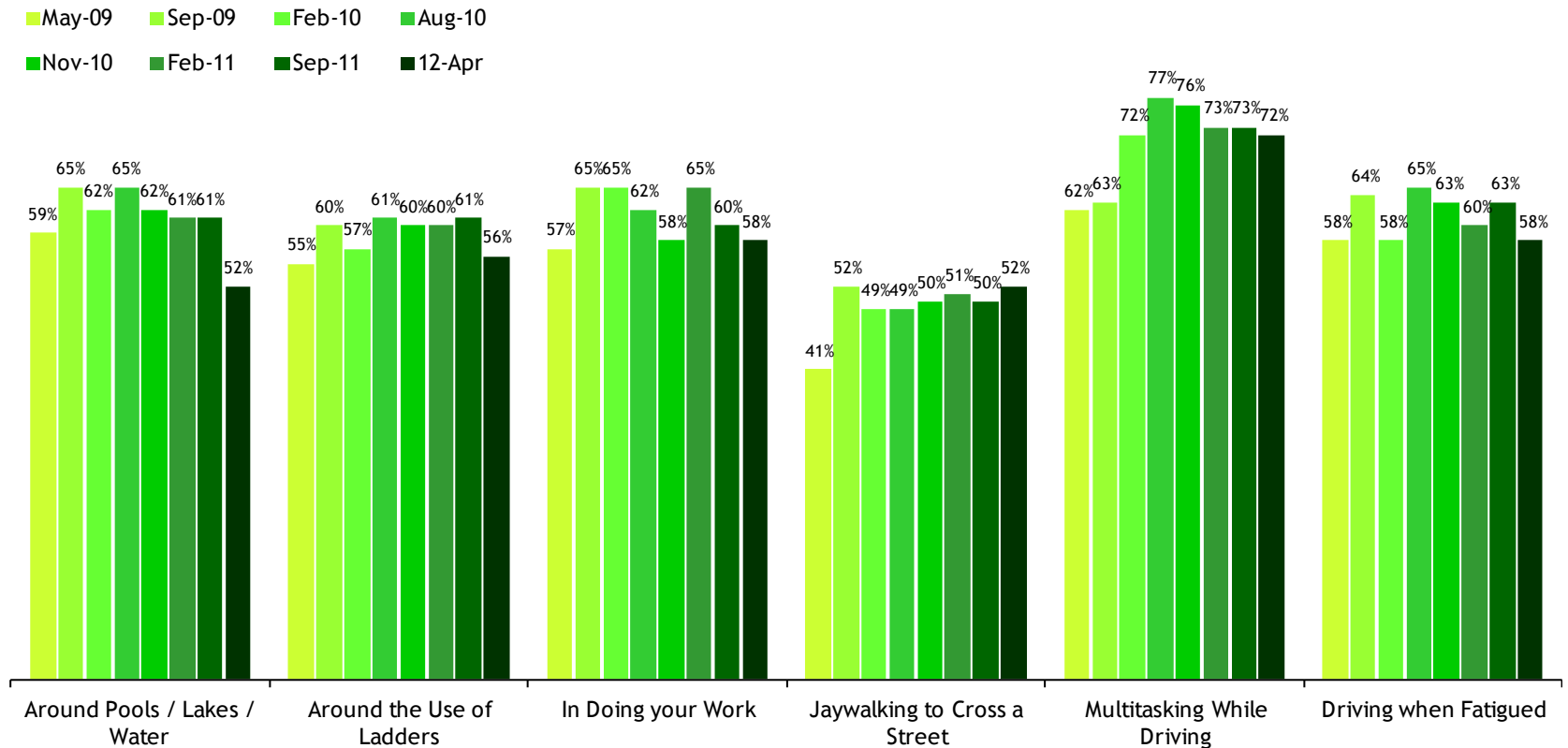
Results: Awareness – Magnitude of the Issue



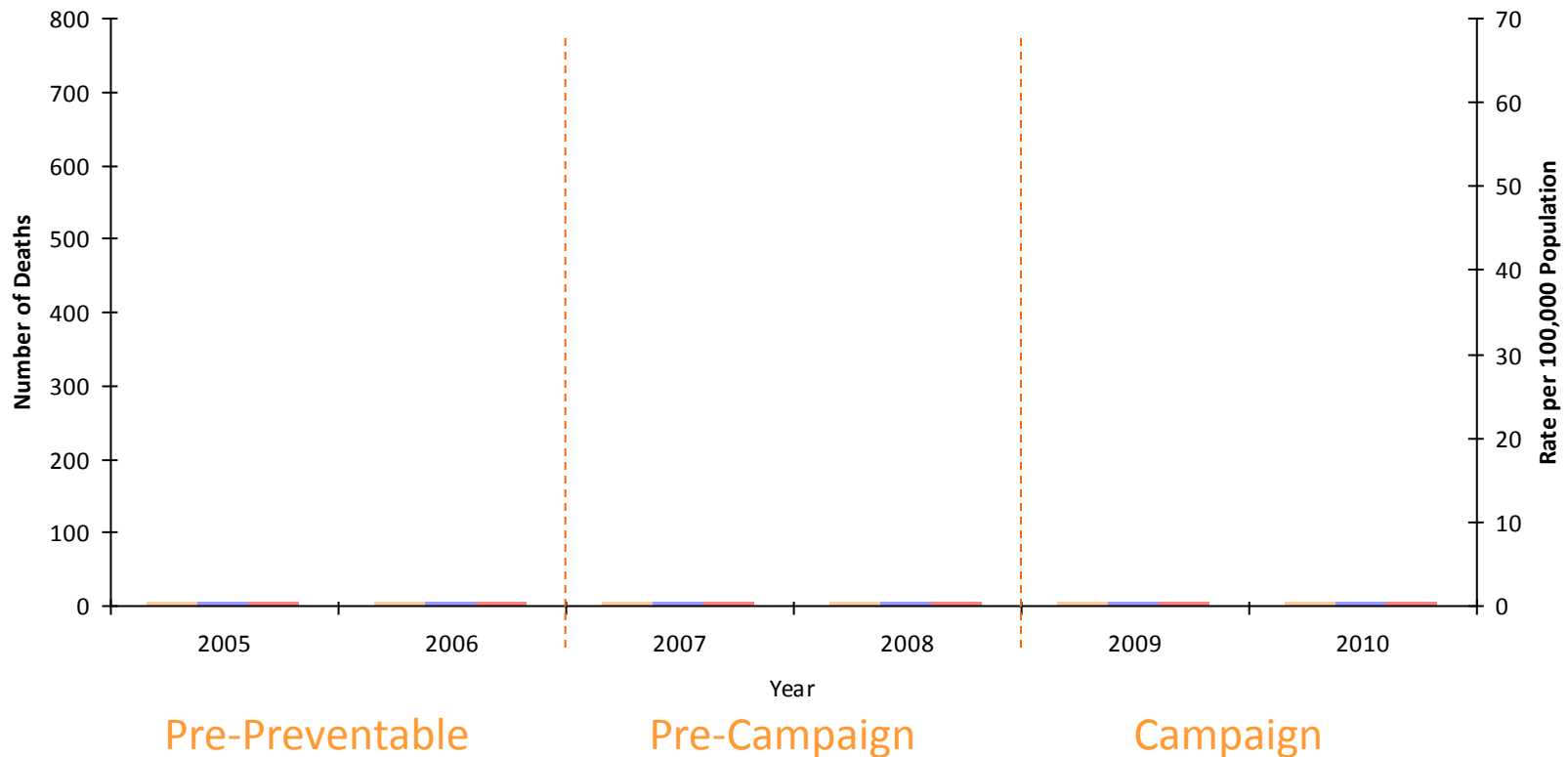
Results: Attitudes – Inevitability of Injury



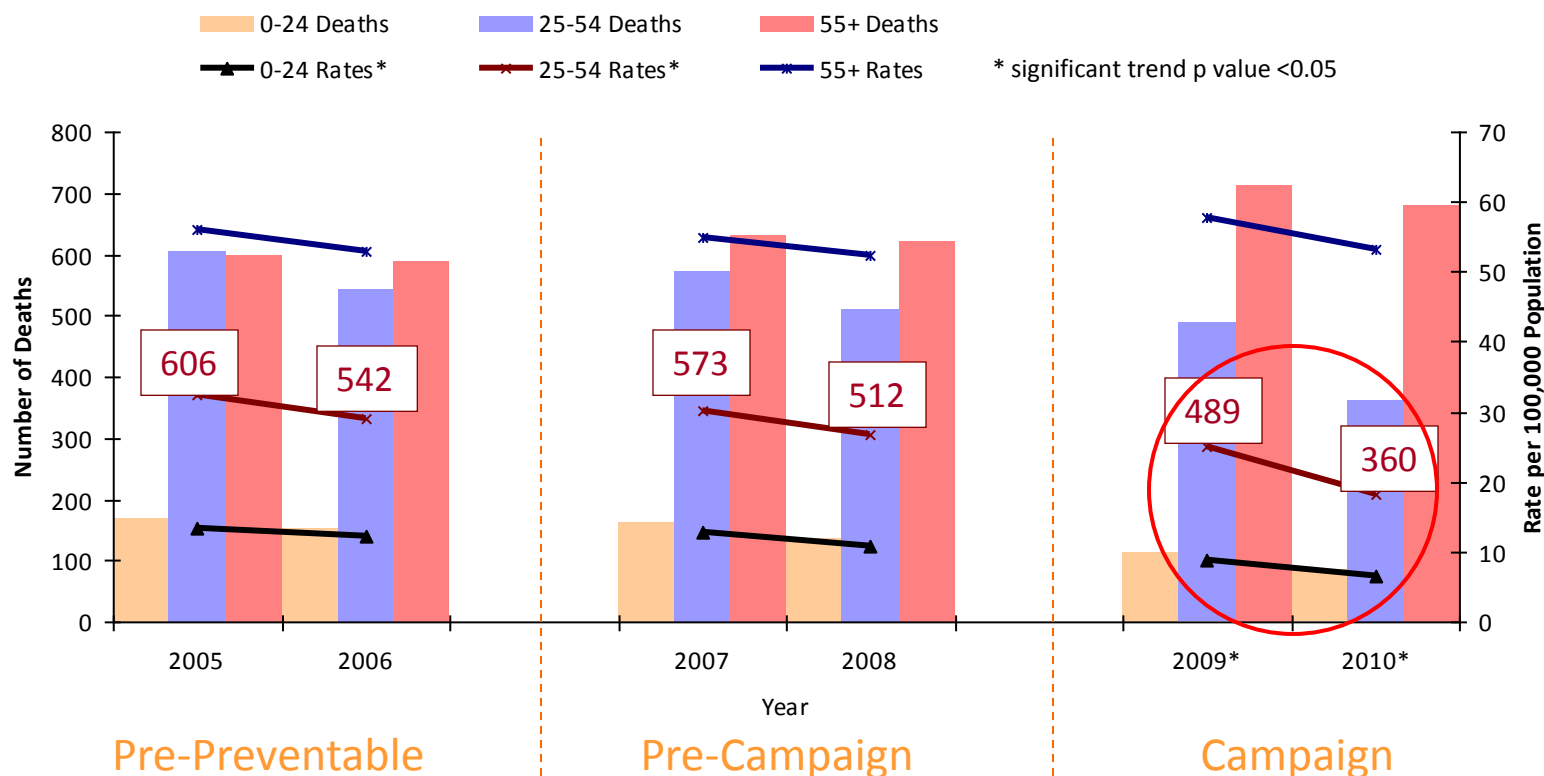
Results: Self Reported Precautionary Actions



Results: Number and Rate, Unintentional Injury Deaths by Year and Age Group, BC, 2005-2010

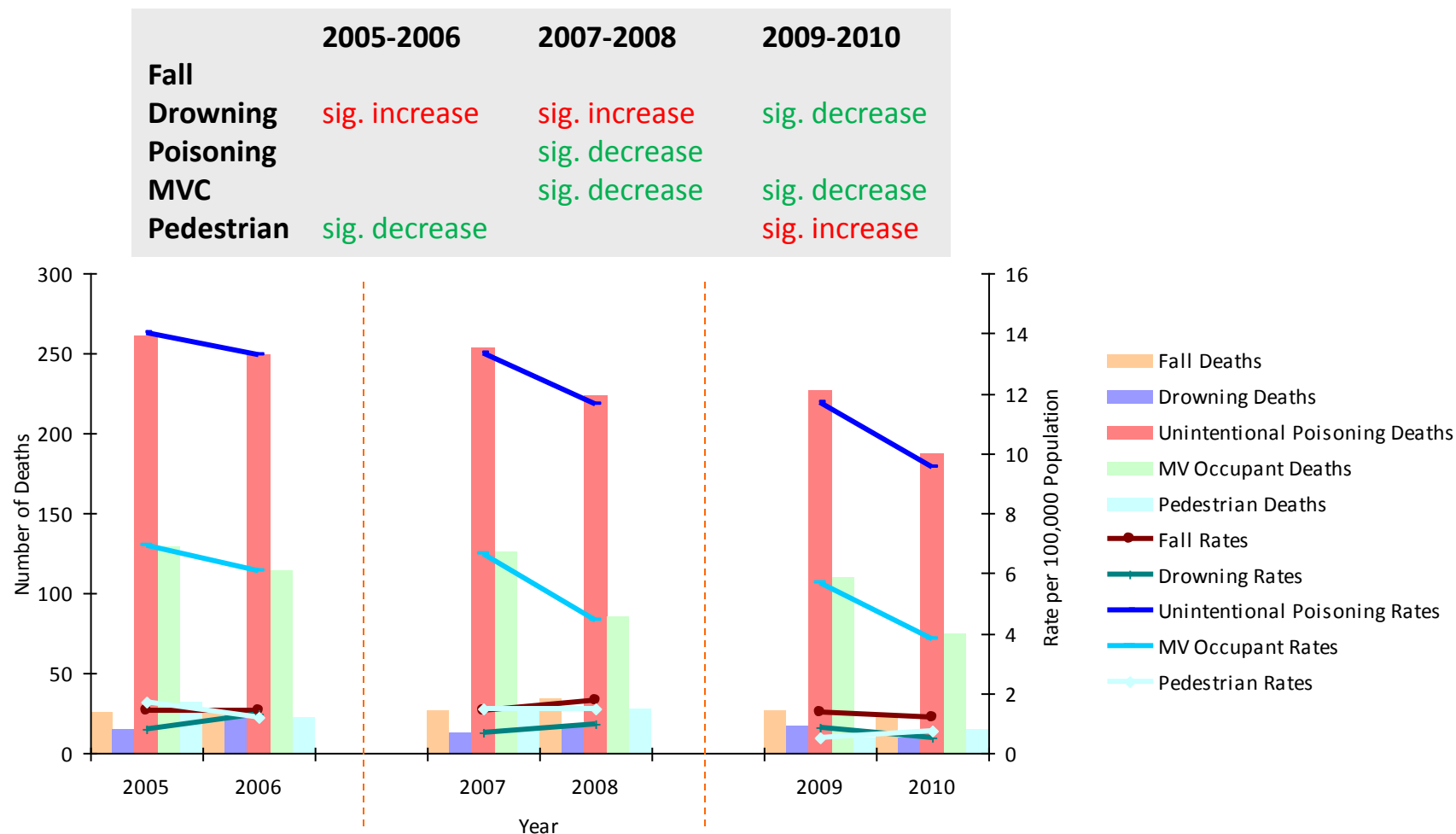


Results: Number and Rate, Unintentional Injury Deaths by Year and Age Group, BC, 2005-2010

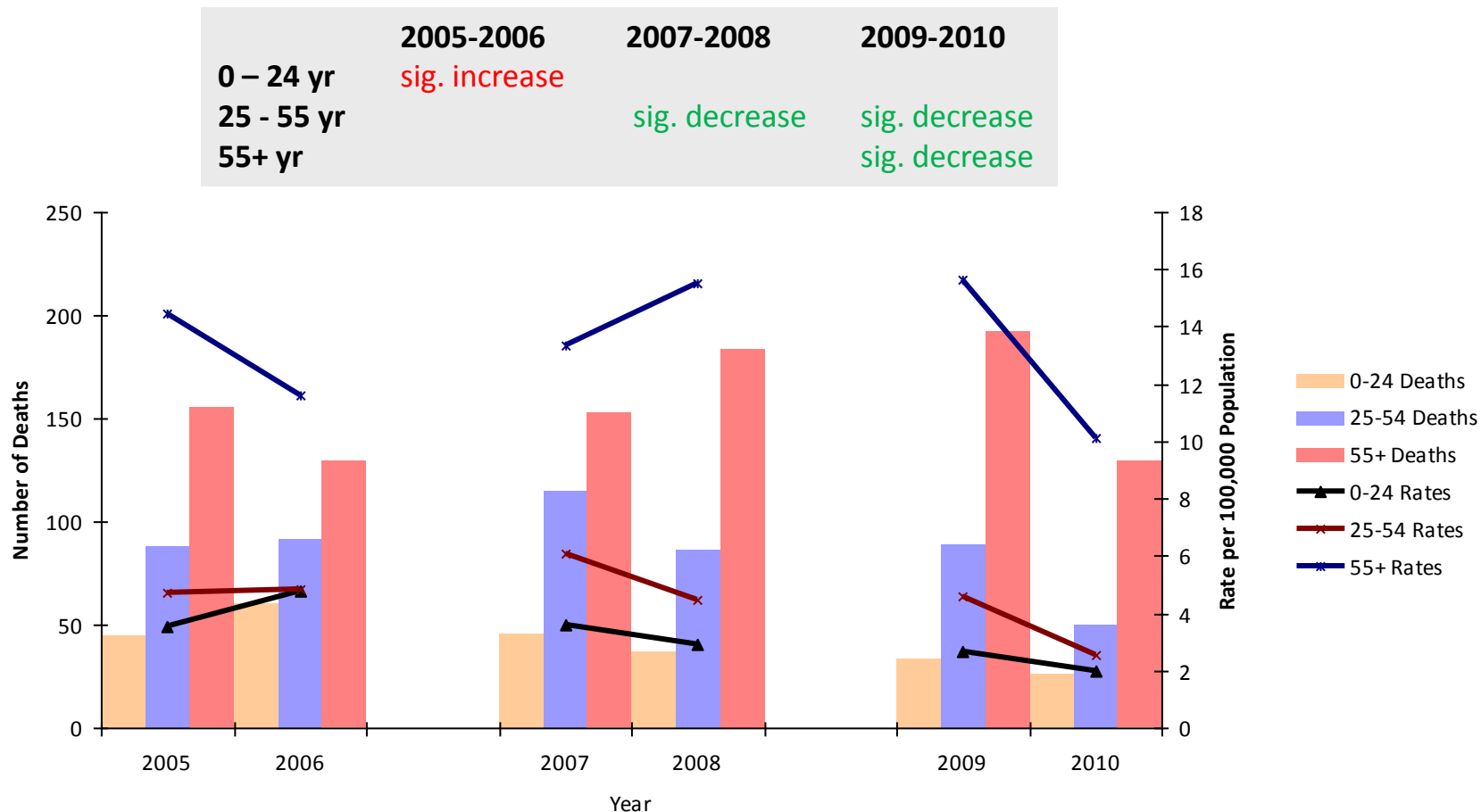


- For years 2005-2008 there were no significant trends in injury death data
- From 2009 onward a statistically significant decrease was observed for age groups 25-54 and 0-24 years

Results: Number and Rates, Unintentional Injury Deaths by Year and Cause, Ages 25-54 Years, BC, 2005-2010



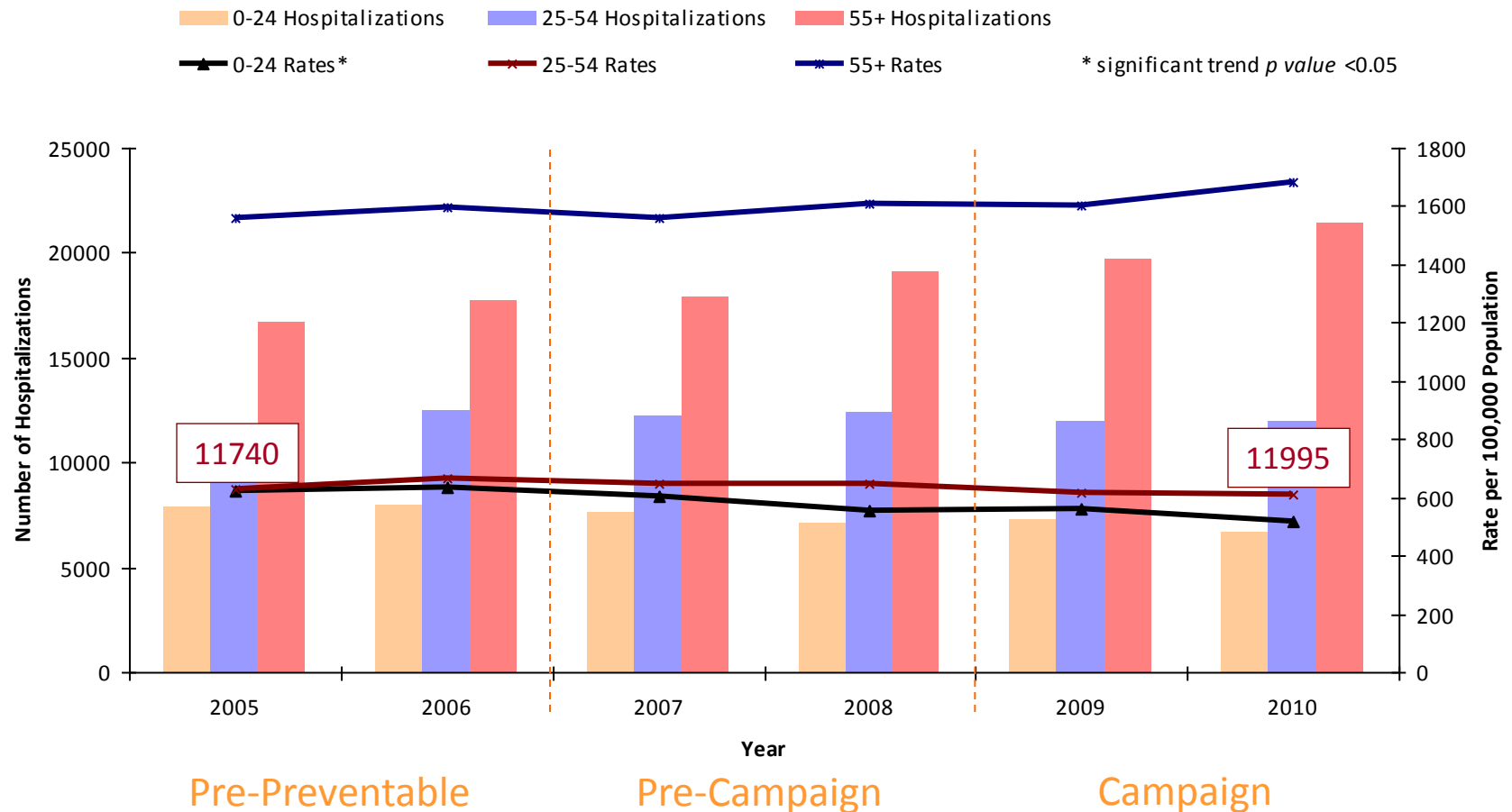
Results: Number and Rate of Unintentional Head Injury Deaths by Year and Age Group, BC, 2005-2010



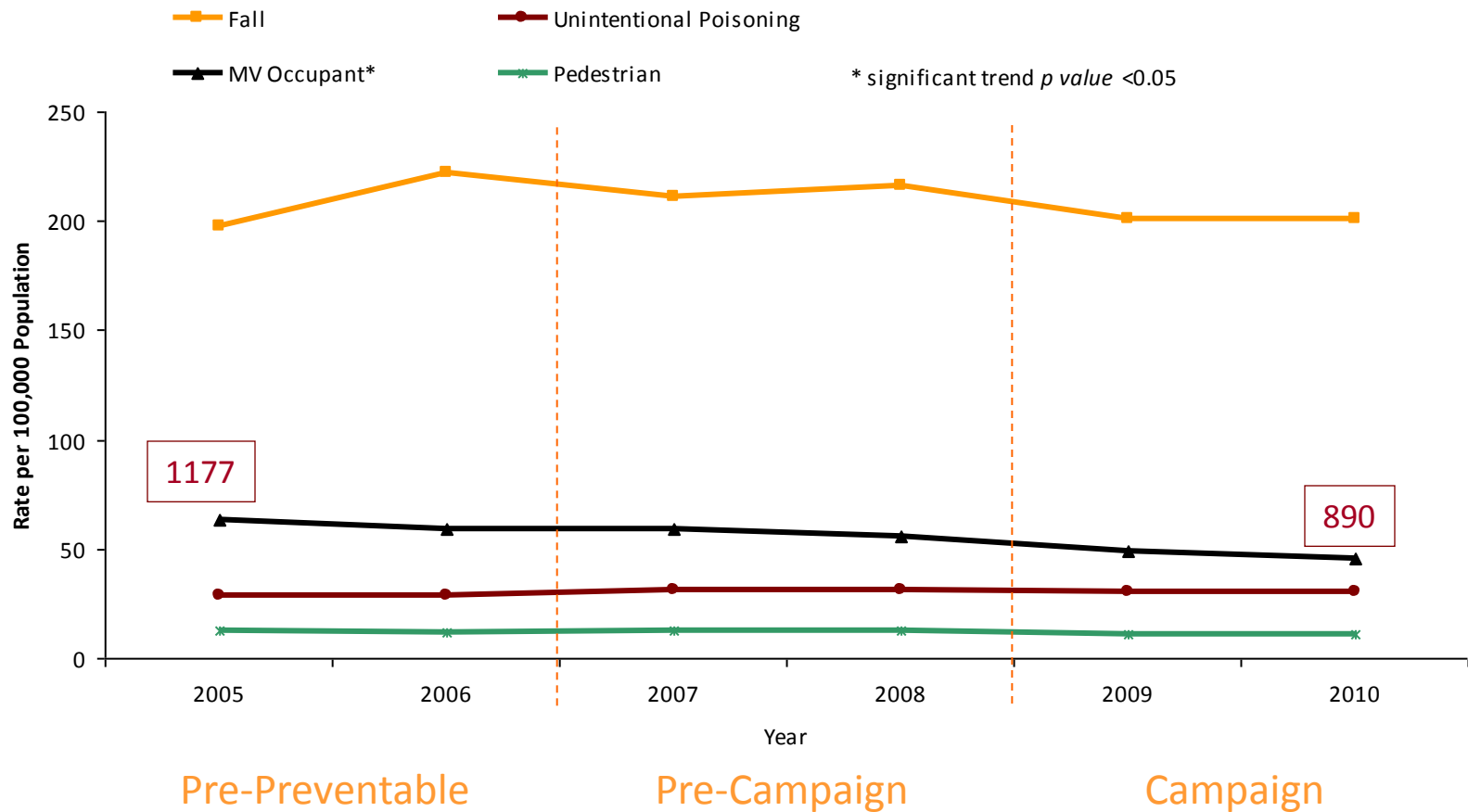
Results: Summary - Unintentional Injury Deaths Ages 25-54 Years, BC, 2005-2010

- Since 2005, there has been an overall significant reduction of 153 fewer injury deaths among 25-55 year-olds in BC - a significant reduction was only observed during the Campaign period (2009-2010), during which 81 fewer injury deaths occurred among 25-55 year-olds in BC
- When reviewed by cause of injury, significant reductions in injury deaths among 25-55 year-olds in BC were observed in:
 - MVC (76 fewer deaths; 2007-2008 and 2009-2010 - Campaign period)
 - Drowning (7 fewer deaths; 2009-2010 - Campaign period)
 - Poisoning (30 fewer deaths; 2007-2008)
 - Pedestrian (10 fewer deaths 2005-2006)
- Since 2005, there has been an overall significant reduction of 63 fewer injury deaths among 0-24 year-olds in BC - a significant reduction was only observed during the Campaign period (2009-2010), during which 15 fewer injury deaths occurred among 0-24 year-olds in BC
 - This age group represents the children of our target population, and has been the secondary target of campaign messaging

Results: Number and Rate, Unintentional Injury Hospitalizations by Year and Age Group, BC, 2005/06 - 2010/11



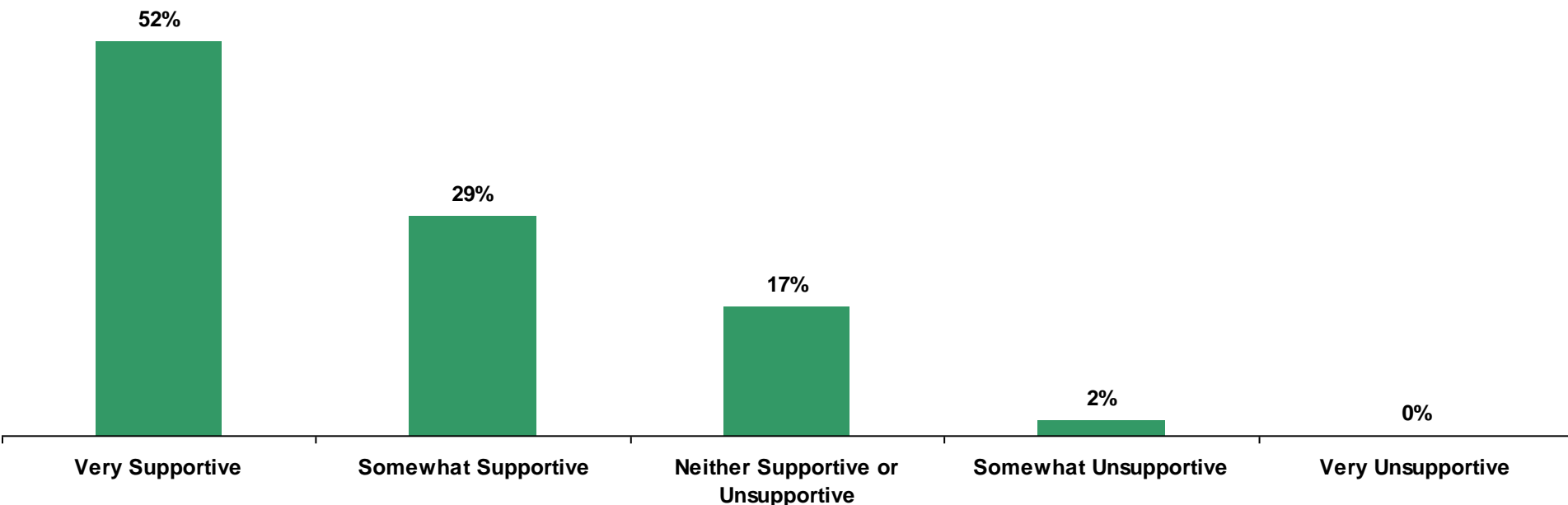
Results: Rate per 100,000 Population, Hospitalizations by Year & Cause, Ages 25-54 Years, BC, 2005/06 - 2010/11



Results: Summary - Unintentional Injury Hospitalizations Ages 25-54 Years, BC, 2005-2010

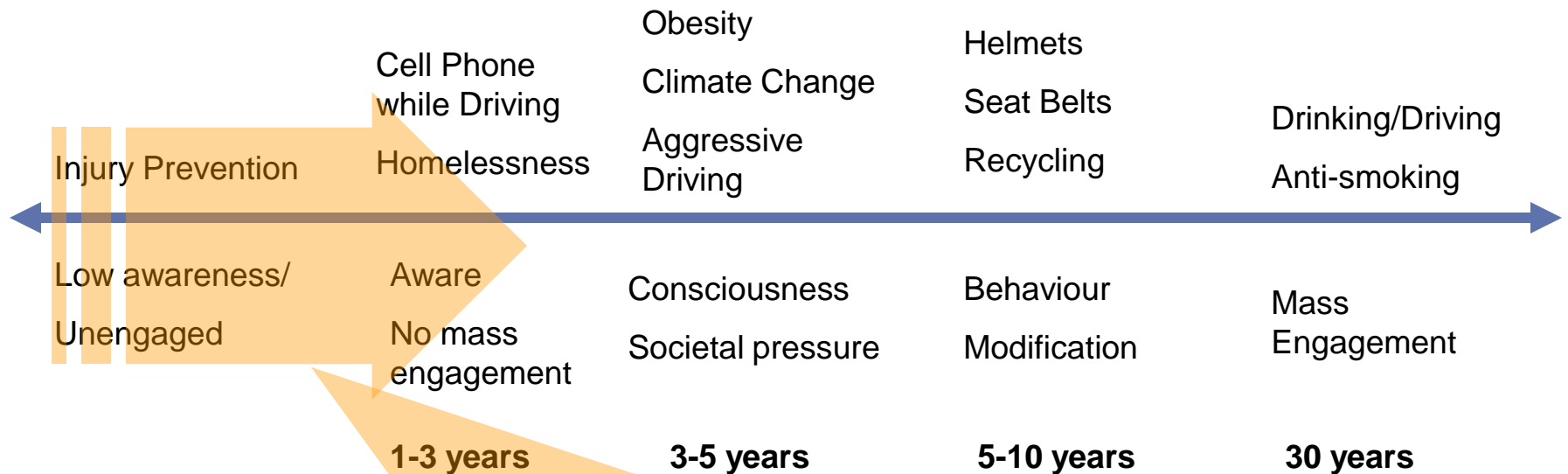
- Since 2005/06, the number and rate of injury hospitalizations among 25-55 year-olds in BC has remained static at approximately 12,000 per year
- When reviewed by cause of injury, since 2005/06 there has been a significant reduction of 287 fewer MVC injury hospitalizations among 25-55 year-olds in BC

Brand Support



X0e. How supportive are you of this organization? Base: Aware of Preventable

Preventable Campaign Summary



After the first phase of the Preventable campaign, results indicate:

- A positive shift in attitudes and behaviours with regard to preventable injuries
- Positive support for the Preventable brand
- The campaign is successfully moving British Columbians from low awareness and unengaged towards increased awareness and engagement
- Significant reduction in injury deaths among 25-55 year-olds and 0-24 year-olds during the campaign period in BC
- No change in injury hospitalizations, with the exception of a significant reduction in MVC injury hospitalizations among 25-55 year-olds in BC since 2005/06

Thank You

Questions?

info@preventable.ca