



Ontario Snow Resorts Association & Parachute

Proposal Summary

Parachute is proposing to re-develop the *ThinkFirst: A Little Respect* video for school groups. We will also look to enhance the promotion of the video to reach a broader child and youth audience in Ontario about skiing and snowboarding safety.

About Parachute

Parachute is a national charity helping Canadians to stop the clock on preventable injuries. The injury impact is staggering. Preventable injuries are the #1 killer of children. They cost the Canadian economy \$27B a year, and worst of all, one child dies every nine hours. Parachute delivers education programs to hundreds of thousands of children and youth, builds stronger, safer communities, and builds awareness through high impact public campaigns and events that attract significant media attention. Through education, knowledge and empowerment, Parachute is working to save lives and create an injury-free Canada.

Background

The Ontario Coroner recently published a Winter Sport Death Review that examined fatalities from skiing, snowboarding and tobogganing between 1991 and 2012. The report examined 45 deaths in the province and was in response to the deaths of 5 youths while on separate supervised outings. A series of recommendations were suggested by the Ontario Coroner's Office including a focus on safety equipment, environmental design, education and research. Multiple organizations were directed to implement the recommendations including Health Canada, the Public Health Agency of Canada, the Ontario Ministry of Health and Long-Term Care, The Ontario Snow Resorts Association, Parachute and multiple Ski and Snowboard industry groups (Canadian Association of Snowboard Instructors, Canadian Ski Instructors Alliance Ontario, etc.).

Building on existing resources and a series of meetings Parachute has partnered with the Ontario Snow Resorts Association and the Canadian Ski Council to commit to delivering one of the recommendations from the Coroner report:

3d. Education – “A safety video, such as “A Little Respect, Think First”, should be shown to students and supervisors prior to a school skiing, snowboarding or tobogganing trip. Consideration should be given to forming a partnership between industry and government to ensure that video messaging remains up-to-date.

It was determined that in order to continue to show the video, *A Little Respect*, the content needed to be updated to remain relevant. Parachute's proposal outlines the resources needed to update the video along with adding some potential new elements to the video.

Proposal Details

Parachute will work in partnership with the Ontario Snow Resorts Association to re-develop *ThinkFirst: A Little Respect* for use with school groups visiting local ski hills. The original video is available at: https://www.youtube.com/watch?v=xN6DDI_jI5o

The video will be created to appeal to young people, between the ages of 6-11, with parents, educators, and ski instructors who see the video also benefiting.

The technical development of the new video will maintain a similar mix of animation and live shots with a redeveloped edutainment storyline that appeals to young people. The update of *ThinkFirst: A Little Respect* will also include a focus on any new emerging issues recommended through the Coroner's Winter Sports Death Review Report.

***ThinkFirst: A Little Respect* – Video Requirements**

- Evidence informed messaging that will be co-created by Parachute and the Ontario Snow Resorts Association
 - Helmet use
 - Proper equipment
 - Environmental hazards / respect the mountain
 - Hill types
 - Out of bounds
 - Skiing conditions
 - Tree wells
 - Chairlifts
 - General safety
 - Impact statement from survivor and/or family member
- Bilingual
- Shots from across Canada

Project Costs

The full cost to develop new French and English videos will be \$115,000. Parachute is looking to the Ontario Snow Resorts Association for their leadership in securing these funds. At the same time, Parachute will be seeking funds, to support the video development costs and to support an expanded promotional plan for the educational video.