



## **Recruiting Canadians to learn about #KidsAndConcussion**

*Safe Kids Week to raise awareness of a cause of injury and death for many Canadian children*

Wellington County, May 31, 2018 – Parachute Safe Kids Week, held in communities across Canada from June 4 to 10, 2018, will focus on how parents and caregivers can prevent, recognize and help manage concussions in children.

Now in its 22<sup>nd</sup> year, Safe Kids Week is an annual public awareness campaign that aims to raise awareness about preventable injury in children.

The focus this year is *concussion at home, at play and on the road*. The campaign encourages parents and caregivers to help their children become leaders in safety, by teaching them how to stay active and safe. Parachute also wants everyone to support Safe Kids Week on social media by using the hashtag #KidsAndConcussion.

“It’s not just competitive athletes who suffer concussions,” says Steve Podborski, an Olympian who is Parachute’s President and CEO. “Any bump to the head or blow to the body could cause a concussion. If recognized early and managed properly, most children with concussion will heal relatively quickly and without lasting effects. We want to prevent the heartbreak of serious injury or fatality, so that kids can live healthy, active lives.”

For more than two decades, Safe Kids Week has built awareness and has educated Canadian families on how to keep their kids safe while being active and having fun.

Parachute Safe Kids Week events will be held in communities across the country, including Wellington County. Wellington County Library Branches will be running activities and programs during Safe Kids Week, educating families about concussions and how to stay safe at home and at play. Safe Communities Wellington County will have a table at Victoria Park Fields, Fergus on Thursday, June 7, 2018 from 5:30 pm to 7:30 pm to spread the word about concussions and the impact they have on our community.

Parachute has many resources available for parents, community organizations, and others who may be interested. You can find them at <http://www.parachutecanada.org/programs/item/safe-kids-week-2018-resources>.

### **About Safe Communities Wellington County**

The vision of Safe Communities Wellington County as part of Parachute is “To make Wellington County, the safest and healthiest place in which to live, learn, work and thrive in Canada.”

A safe community is one that promotes safe and healthy behaviours and protects people from hurt and harm. The Safe Communities Wellington County Committee, with representatives from local municipal councils, emergency services, public health, school boards and other stakeholders with an interest in making

Wellington County a safe place to live, made it their goal to have Wellington County designated as a Safe Community.

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