



The time has come for Canadians to mobilize to fully address the devastating toll of injury on people of all ages from all walks of life, as well as the burden this preventable suffering inflicts on our economy and well-being as a nation. This country-wide mobilization of Canadians is absolutely warranted because of the proven potential for reducing the frequency and severity of injuries.

Through a collaborative effort, Safe Communities Canada, Safe Kids Canada, SmartRisk Foundation and ThinkFirst Canada, in partnership with Canadian Red Cross, commit to be at the forefront across Canada and through our own respective networks, asking all Canadians to join them to **Reduce Personal Injury**



- To **Be Visible** - take a stand for personal safety and community well-being, challenging others in their communities to do the same;
- To **Engage** their own friends, families and networks to actively participate in making Canada a safer place at home, school, play, work and anywhere in between.

**And to Save More Lives** we also call upon Canadians to:




- **Be Visible - Be Certified** to significantly increase the number of Canadians who are First Aid/CPR certified, particularly among young people and their families and in workplaces. If we do this, we will:
  - dramatically increase the survival rate of Canadians affected by injury and other medical emergencies
  - enhance the recovery and improve the quality of life of Canadians affected by injury and other traumatic events.

  
 Paul Kells, President  
 Safe Communities Canada

  
 Pamela Fuselli, Executive Director  
 Safe Kids Canada

  
 Bob Baker, President & CEO  
 SmartRisk Foundation

  
 Rebecca Nesdale-Tucker, Executive Director  
 ThinkFirst Canada

  
 Conrad Sauvé, Secretary General & CEO  
 Canadian Red Cross

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