



**Heads Up! Durham:**  
**Durham Region P.A.R.T.Y.**  
**Parent/Guardian Resources/References**  
Updated April 2025



The goal of this community mobilization, *Heads Up! Durham* (<https://www.headsupdurham.ca/>) is Traumatic Brain Injury awareness and prevention. In 2019 we became an official site for Sunnybrook Hospital's P.A.R.T.Y. program!: 'Prevent Alcohol and Risk-related Trauma in Youth' (<https://www.headsupdurham.ca/party-program.html>).

At the Durham Region P.A.R.T.Y. Program, youth learn about the course and consequences of a Motor Vehicle Collision (MVC) from:

- **Fire Services**
- **Durham Regional Police Service**
- **Paramedic Services**
- **Sarah Ginn** (a MVC Injury Survivor and a former Durham Region high school graduate): shares her story of being involved in a catastrophic car crash and her journey forward.

**Topics addressed include:** Anatomy of the brain and spinal cord and effects on both following a MVC, Impaired Driving (from alcohol or other drugs), Distracted Driving, Speeding, Pedestrian Risk and Safety etc.

Prevention strategies are emphasized throughout, and students are challenged to explore ideas concerning what they could do to prevent a MVC or pedestrian/vehicle injury.

- ***Youth learned that 90% of MVC's are predictable and preventable!***
- ***Help us keep the conversation going and make prevention a priority!***

**1. Learn More About: Why we are Concerned About Injury/Traumatic Brain Injury**

**a) Parachute: Cost of Injury in Canada 2021**

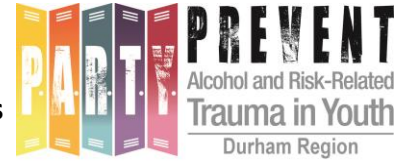
<https://parachute.ca/en/professional-resource/cost-of-injury-in-canada/>

- ***Injury is the leading cause of death for Canadians ages one to 44.***
- ***Preventable injuries cost the Canadian economy \$29.4 billion in a single year, including \$20.4 billion in direct health-care costs.***

**b) Injury in Review, 2020 edition: Spotlight on traumatic brain injuries across the life course**

**Executive Summary:** [Injury in review, 2020 edition: Spotlight on traumatic brain injuries across the life course - Canada.ca](#)

- ***Injuries are a leading cause of death, disability and illness in Canada***



- *...injuries to the head and brain are of special public health concern. Severe traumatic brain injuries (TBI) are often fatal and those surviving may be subject to permanent impairments.*
- *TBI causes and severity vary widely. High energy, high impact events such as motor vehicle collisions or falls from heights often result in serious head injuries...*

## **2. Learn More About: Traumatic Brain Injury/Concussions:**

a) **Brain Injury Canada:** [Brain Injury Canada - Supporting the brain injury community](#)

**Statistics:** [Statistics - Brain Injury Canada.](#)

*By 2031, traumatic brain injury (TBI) is expected to be among the most common neurological conditions affecting Canadians...*

***Traumatic brain injury (TBI) is a leading cause of disability globally.***

**Brain Injury Information:** <https://braininjurycanada.ca/en/resourcesite/>

- 'I Have a Brain Injury': [Individual with a brain injury - Brain Injury Canada](#)
- 'I am a Family Member/Caregiver of Someone with a Brain Injury': [Caregiver - Brain Injury Canada](#)

b) **Ontario Brain Injury Association (OBIA):** <https://obia.ca/>

- Concussion FAQ's: [Concussion FAQs - Ontario Brain Injury Association](#)

c) **Parachute: Concussion:** <https://parachute.ca/en/injury-topic/concussion/>

d) **Durham Region Health Department:** <https://www.durham.ca/en/health-and-wellness/preventing-concussions.aspx>

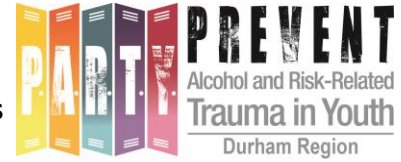
## **3. Learn More About: Safety Resources: Drivers, Cyclists, Pedestrians, Passengers**

a) **Parachute:**

**Road safety** <https://parachute.ca/en/injury-topic/road-safety/>

- *Transport incidents, such as motor vehicle collisions, are the second-leading cause of injury hospitalizations and third-leading cause of unintentional injury deaths in Canada.*
- *The good news is that up to 90 per cent of motor vehicle collisions are preventable.*

**Cycling -** <https://parachute.ca/en/injury-topic/cycling/>



- *73 per cent of cycling deaths in Canada involve a collision with a motor vehicle. **Head injuries are a leading cause of death to kids on bicycles.***
- *A properly fitted and correctly worn bike helmet can make a dramatic difference, cutting the risk of serious head injury by up to 60 per cent.*

#### **4. Learn More About: Impaired Driving:**

##### **a) MADD Durham:** <https://maddchapters.ca/durham/>

- **Information for Parents:** <https://madd.ca/pages/programs/youth-services/information-for-parents/>
- **MADD - Contract for Life:** [madd.ca/media/docs/contract\\_for\\_life.pdf](https://madd.ca/media/docs/contract_for_life.pdf)

##### **b) Parachute: #KnowWhatImpairedMeans**

<https://parachute.ca/en/program/knowwhatimpairedmeans/>

- *In young drivers aged 16 to 25, almost half of crashes involve drug or alcohol impairment.*

##### **c) Arrive Alive-Drive Sober:** <https://www.arrivealive.org/>

#### **5. Learn More About: Distracted Driving:**

##### **a) Ontario:** <https://www.ontario.ca/page/distracted-driving>.

Ontario data on collisions from 2013 show:

- ***one person is injured in a distracted-driving collision every half hour***
- *a driver using a phone is four times more likely to crash than a driver focusing on the road*

##### **b) CAA:** <https://www.caa.ca/driving-safely/distracted-driving/>

- ***Distracted driving is one of the largest causes of collisions, injuries, and deaths on Canada's roads.***
- *Nearly 8 in 10 (79%) drivers admit to doing something while driving that is distracting. Among the most dangerous distractions are in-vehicle technologies, like a driver's phone, a car's console, or voice-activated features.*
- *Staying safe boils down to two things: stay focused on the road, and whenever possible deal with distractions before you leave or after you stop.*

##### **c) Parachute:** <https://parachute.ca/en/injury-topic/road-safety/>

- *Don't use handheld devices of any kind; these create high levels of distraction risk among drivers.*



**Heads Up! Durham:**  
**Durham Region P.A.R.T.Y.**  
**Parent/Guardian Resources/References**  
Updated April 2025



- *Be aware that your attention is split when you adjust dials in your vehicle.*
- *In the few seconds you turn and reach for something in the vehicle, your eyes are off the road. Leave whatever it is until you stop.*
- *Avoid phone conversations, even with hands-free devices, as they can be distracting. Passengers in the car are in the situation with you and will halt a conversation when they see potential dangers ahead, but someone on the phone does not.*
- *Passengers...can distract with loud conversations and horseplay.*

**6. Learn More About: Pedestrian Safety:**

- a) **CAA:** <https://www.caasco.com/advocacy/road-safety/pedestrian-safety>
- b) **Parachute:** <https://parachute.ca/en/injury-topic/pedestrian-safety/>
- c) **\*\*Distacted Walking Infographic:** <https://parachute.ca/wp-content/uploads/2019/06/Teen-Pedestrian-Safety-Infographic.pdf>  
*51% of teens say they have been hit or almost hit by a vehicle.*
- d) **Ministry of Transportation:** <https://www.ontario.ca/page/pedestrian-safety>

***Thanks for helping us spread the word about the prevention of  
Traumatic Brain Injuries for our teens!***

**[www.HeadsUpDurham.ca](http://www.HeadsUpDurham.ca)**