
MEDIA ADVISORY:

Giant banana peel draws attention to the problem of preventable injuries

It is estimated that there is 1 death from injury every 3 hours and 12 minutes in BC

Thursday, June 20, 2019

Vancouver, BC—This weekend, The Community Against Preventable Injuries (Preventable) and London Drugs are using a 2.4 metre tall (8 feet) banana peel to encourage British Columbians to be mindful while enjoying summer activities and avoid serious injuries.

The temporary public installation—a cross-cultural, iconic symbol of “the accident waiting to happen”—will be set up outside London Drugs at Granville and Georgia Street from June 21 to 23. The banana peel asks the question, “Can you see it?” and reminds us that 90% of the time, we can see “accidents” coming, and we often choose to close our eyes to the risks that are right in front of us.

Each year, there are almost 100,000 visits to BC emergency departments for an injury by adults 25-54 years old. Leading causes of hospitalization for injury during the summer months include from motor vehicle crashes, cycling, motorcycling, falls, or being struck by objects.

“Whether we’re enjoying a day at the beach, travelling to that next appointment, or spending a day with family at home, we can prevent serious injuries from happening,” says Jennifer Smith, spokesperson for Preventable. “The banana is a reminder that most of the time, we already know what to do to avoid getting hurt.”

“We’re hoping everyone can enjoy the carefree days of summer without being careless. Slips of the watermelon knife or burns on the BBQ – these are all preventable injuries,” says Lily Liang, a pharmacist at London Drugs. “Unintentional poisonings or overdoses are another risk that can be reduced. If you are unclear about how to take your prescription or over-the-counter medications or how supplements might interact with each other, ask your pharmacist or doctor.”

So, this weekend, get outside and enjoy yourself, but be mindful of the risks and think before you act. Here are the preventable facts:

- Injury is the leading cause of death for British Columbians aged 1-44 years.
- The leading causes of injury hospitalizations for people aged 25-54 in BC during the summer months (May-August):
 - Transport-related (mainly cycling, motor vehicle, or motorcycle-related)
 - Falls
 - Unintentional poisoning
- In 2016, almost 10,000 children and youth (0-17 years) visited the emergency department at BC Children’s Hospital for injury.
- Injuries cost the BC health care system over \$12 million a day.
- In BC, it is estimated that there is 1 death from injury every 3 hours and 12 minutes (2017).

Temporary Public Installation Information

Dates: Friday, June 21
Saturday, June 22
Sunday, June 23

Times: 8:00 AM to 2:00 PM

Location: In front of London Drugs (Granville and Georgia)
710 Granville Street
Vancouver, BC

Media Availability: A spokesperson for Preventable will be on-site at Granville and Georgia and available for in-person interviews on Friday, June 21 from 8:00 AM to 10:30 AM. For interview requests outside of this time, including with a London Drugs pharmacist, please contact Samantha Bruin at 604-805-3850.

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About Preventable:

Preventable is a province-wide, multi-partner organization raising awareness, transforming attitudes, and ultimately changing behaviours. The goal of the organization and its partners is to significantly reduce the number and severity of preventable injuries in BC. Preventable's strategy is based on two years of extensive research to develop a comprehensive understanding of how and why preventable injuries occur throughout the province. Preventable's work is made possible through the financial and in-kind support of a variety of organizations that continue to sign on as partners in fighting the epidemic of preventable injuries in BC. Now in its 10th year of activity, the campaign is an evolution in Preventable's ongoing discussion with British Columbians to change the discourse that preventable injuries are not just "accidents." www.preventable.ca

About London Drugs

Founded in 1945, B.C.-based London Drugs has 81 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.LondonDrugs.com. London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,500 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

REFERENCES

Discharge Abstract Database (2014-2016), Retrieved from Injury Data Online Tool (iDOT), BC Injury Research and Prevention Unit.
CHIRPP – BC Children's Hospital, Retrieved from iDOT, BC Injury Research and Prevention Unit.
BC Vital Statistics Agency, iDOT, BC Injury Research and Prevention Unit.