
NEWS RELEASE

June 1, 2017, 12:30 PM

There is no such thing as an “accident”
90% of all “accidents” are 100% preventable

Vancouver, BC—The Community Against Preventable Injuries (Preventable) kicked off its 9th year today with an 8-foot banana peel in downtown Vancouver.

The larger-than-life banana peel— a cross-cultural, iconic symbol of “the accident waiting to happen”—will be outside London Drugs at Granville and Georgia Street June 1-3. The public installation, asking the question, “Can you see it?” reminds us that 90% of the time, serious injuries aren’t random, unconnected, unpredictable events. They happen because we close our eyes to the risks that are right in front of us.

When it comes to serious injuries, British Columbians believe that they are “an inevitable part of life,” but “they will never happen to me.” This attitude is the common thread underlying behaviours that lead to serious injuries from motor vehicle crashes, falls from ladders, drowning, or mixing medications. In fact, 90% of all injuries are both predictable and preventable.

“This campaign challenges the assumption that ‘bad stuff might happen to others, but not to me,’” says Dr. Ian Pike, spokesperson for Preventable. “Every day, we take risks that we know can lead to injury—we speed on our way to work, we text while crossing the street. The banana is an exaggeration of the risk that is right in front of us. Because we can see it coming, we can prevent it from happening.”

“London Drugs is proud to partner with Preventable to spread awareness of the burden of injury in British Columbia,” says Loveena Chera, Spokesperson for London Drugs. “In addition to the impact on families, serious injuries result in large costs to the health care system— \$6.3 million a day in direct costs in British Columbia.”

The campaign is the first for 2017 by Preventable, a nationwide, multi-partner organization, now in its ninth year. To learn more about preventable injuries, visit www.preventable.ca.

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Quotes:

Dr. Ian Pike, Spokesperson for The Community Against Preventable Injuries—

“People believe that a serious injury will never happen to them, and yet it’s the leading cause of death of children in this province. Injuries can and do occur when we take risks – this campaign is about seeing the injury about to happen and making the decision to avoid it.”

Loveena Chera, Spokesperson for London Drugs—

“We hope that this installation reminds people that injuries can happen to anyone. The banana peel is a reminder that serious injuries aren’t accidents – we all know what to do to stay safe at home, at work, at play and on the road.”

Quick Facts:

- The installation will be on display in front of London Drugs at Granville and Georgia (710 Granville Street) in Vancouver from June 1-3.
- The iconic image conveys the message without words across cultures and languages.
- Injury is the leading cause of death of British Columbians aged 1-44. Every year in BC, there are approximately 2000 deaths due to injury—that’s 1 death every 4 hours and 24 minutes.
- In 2013 alone, over 550 kids were admitted to BC Children’s Hospital with a serious injury, and more than 9,500 injured children visited the Emergency Department.
- People are encouraged to take photos and share the image on social media with the hashtag #preventable.
- 90% of injuries are predictable – and therefore preventable.

Dr. Ian Pike is available for interviews:

May 31, 3:30 PM onwards

June 1, 7:30 – 9:30AM / 11:00 – 12:00PM / 2:30PM onwards

June 2, 7:30AM – 8:00AM / 10:00AM – 2:00PM

June 3, 10:00AM – 3:00PM

Contact Samantha Bruin, Media Relations, Preventable, to schedule an interview:
604-805-3850; samantha.bruin@preventable.ca

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About Preventable:

Preventable (also known as The Community Against Preventable Injuries) 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 9th year of activity, the campaign is an evolution in Preventable's ongoing discussion with British Columbians about the epidemic proportions of preventable injuries.

www.preventable.ca