

**FOR IMMEDIATE RELEASE**

**Mayor Bronconnier Proclaims October 6<sup>th</sup>: Safe Communities Day 2010**

**Calgary joins National Campaign to Cut Disastrous Annual Injury Toll:  
*13,600 deaths, 60,000 permanent disabilities, 3 million hospital visits***

**Wednesday, October 6, 2010 – is National Safe Communities Day across Canada.**

Personal injury in Canada is one of the most serious public health issues facing our country. The most recent report on the *Economic Burden of Injury* by SmartRisk shows that each year over 13,600 people die as a result of an injury, over 211,000 are hospitalized and the total cost of injury in Canada is close to \$20 billion annually.

In Calgary Alberta Health Services\* data shows that:

- In 2009, there were 6,266 injury-related hospitalizations, a rate of 571 per 100,000 City residents. This means there were 17 injury-related hospitalizations in an average day in Calgary.
- Leading causes of injury in Calgary include unintentional injuries (falls, transportation and poisoning) and intentional injuries (violence and self-inflicted injuries)
- In 2009, there was 81,093 injury-related emergency department visits, a rate of 7,394 per 100,000 City residents.
- This means on average, 9 Calgary residents were admitted to an emergency department for an injury-related event every hour.
- About seven out of every 100 hospitalizations and one in four emergency department visits were due to an injury in 2009.

“To put personal injury into context, every 10 seconds in Canada, someone enters a hospital as a result of an injury” Paul Kells, President of Safe Communities Canada said. “An hour and 340 people later, 22 will be admitted, 1 person will die, 7 will carry a disability for the rest of their lives and of those 7, an hour later, 1 will be diagnosed as totally disabled. What really matters is that we can stop most of this.”

One of the most significant ways to reduce injury, while at the same time contributing the well-being of communities, is to become certified in first aid and CPR. Training can reduce the chance of injury by 40%. Overall, injuries on streets, playgrounds, arenas and in homes - everywhere - are 8 to 11 times greater in number than injuries at work across Canada. The impact of today’s announcement will reduce health care costs and hospital admissions, reduce pain, suffering and death and improve national productivity for time lost at work because of *off the job* injuries, which cost the country far more than on the job injury.

In communities right across the country, various events are being held on Safe Communities Day to increase awareness of community safety and injury reduction initiatives.

“It does not take much from any of us to make a huge difference in the lives of our parents, our kids or our friends and neighbours, and all Canadians should think about this.” Kells says.

To learn more about these and other local safety initiatives, please visit: [www.safercalgary.ca](http://www.safercalgary.ca)

**For Information:**

RV (Bob) Lang  
Co-Chair  
Safer Calgary  
[rclang@aol.com](mailto:rclang@aol.com)

or

Carol Eamer  
Co-Chair  
Safer Calgary  
[ceamer@telusplanet.net](mailto:ceamer@telusplanet.net)  
403-607-7025

\*Source: Alberta Health Services Data Integration, Measurement and Reporting and represents health care service utilization for injuries during the calendar year 2009.