

MEDIA ADVISORY: Giant banana peel to appear in Olympic Village

Saturday, September 2, 2017

Media Availability: For interview requests, please contact Samantha Bruin at 604-805-3850.

Vancouver, BC—This Labour Day weekend, The Community Against Preventable Injuries (Preventable) wants to encourage British Columbians to get outside and enjoy themselves, while being mindful that long weekends are also a busy time for emergency departments.

A larger-than-life banana peel will appear in Vancouver's Olympic Village from September 2 to 4. The public is encouraged to come out and view the public installation, which asks the question, "Can you see it?"—reminding us that if you can see it coming, you can prevent it from happening.

"Serious injuries, such as those from motor vehicle crashes, falls, burns, or drowning, may seem like accidents, but in fact 90% of these 'accidents' are preventable," says Dr. Ian Pike, spokesperson for Preventable.

"Often we have the attitude, 'it won't happen to me.' Unfortunately, this attitude often leads people to dismiss the risks, whether it's speeding on their way out to the cabin, or leaving the lifejackets on the dock."

Dates: **Saturday, September 2**
 Sunday, September 3
 Monday, September 4

Times: **11:00 AM to 5:00 PM PST**

Location: **Southeast False Creek Olympic Plaza**
 Athletes Way (between Manitoba and Salt Street)
 Vancouver, BC

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

- Hospital surveillance data shows that every year, the number of injury related hospitalizations in the summer is higher on long weekends than on regular weekends.
- Injury is the leading cause of death for British Columbians aged 1-44 years.
- Each summer in BC (May-September) 100 people die as a result of a motor vehicle crash. This number includes motorcyclists, but does not include pedal cyclists or pedestrians who are hit by motor vehicles.

- Motorcyclists experience more fatal crashes in the summer months (May-September). Motorcycles represent 11% of crash deaths, but only 3% of insured vehicles in BC.
- Every year in BC, drowning deaths peak between May-August, with 82% of deaths occurring in lakes, rivers and the ocean. Over half (58%) happen on the weekend (Friday through Sunday).

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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

Sources of Statistics:

BC Vital Statistics Agency, Retrieved from Injury Data Online Tool (iDOT), BC Injury Research and Prevention Unit.

Where the Rubber Meets the Road: Reducing the Impact of Motor Vehicle Crashes on Health and Well-being in BC. BC Provincial Health Officer's Annual Report 2016.

2016 BC Drowning Report. Available online from the Lifesaving Society: <http://www.lifesaving.bc.ca/2016-british-columbia-drowning-report>.