**Topic: Injury Prevention**

Dear School Administrator, please find below some basic messaging you are invited to use to promote the abovementioned topic among students, parents, and the general school community. Included are:

* Morning announcement scripts
* Newsletter inserts
* Social media messages
* Synervoice scripts

Please choose messaging as appropriate for your school community. You can find images and graphics to support this messaging at [hpePublicHealth.ca/newsletters-and-social-media.](https://hpepublichealth.ca/newsletters-and-social-media/)

If you have any questions, please do not hesitate to reach out to your Healthy Schools contact at HPEPH.

-HPEPH Healthy Schools Team

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| Morning Announcement Message | **Audience** |
| It’s important to stay active by playing sports, games, and participating in gym class. It’s also important that you tell your teacher, or someone in charge, if your head is hurting because of something that happens while doing these activities. Concussions can happen easily and can give you a headache, blur your vision, make you feel dizzy and more. If you are feeling unusual, don’t ignore it… let a teacher know right away. | Elementary |
| We are encouraging students to walk, ride or roll to school! This is a great way to get some physical activity!. Be sure you are confident riding your bike, roller blades, skateboard or scooter, and always wear a helmet. | Elementary |
| Always be aware when walking, riding or rolling to school. Make sure to look both ways when crossing the street, wait for the crossing guard, and listen for any cars approaching. | Elementary |
| Whether you play sports in gym class, on a sports team, or just with friends, make sure to check in with how you’re feeling each day. Concussions are common during physical activities and can give you headaches, ringing in your ears, make you dizzy and more. If you notice yourself feeling anything like this, tell your parent, coach or teacher so it can be treated. | Secondary |
| Riding your bike, roller blading or scootering to school? Head injuries can be serious. Protect yourself by wearing your helmet! Helmets can reduce the risk of serious head injury by 60%! | Secondary |
| Distracted driving is not worth the risk to you, your passengers, or your fellow road users. Be sure to place your phone on silent and keep it out of reach every time you get behind the wheel! | Secondary |

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| Newsletter Inserts | Audience |
| It’s great to encourage your children to engage in physical activity and play, but important to be able to do so safely. Whether your child is playing in the yard, on a sports team or inside, falls and bumps on the head happen. Be sure to recognize the signs and symptoms of a concussion: headaches, dizziness, blurred vision, sensitivity to light and sound, and a few others. Parachute is an excellent resource on all injury prevention topics including concussions: parachutecanada.org/en/injury-topic/concussion/ | Elementary |
| Riding your bike or rollerblades to school is a great way to stay active! But be sure to take steps to make sure you arrive safely:   * wear a properly fitted helmet, * plan out a route to school ahead of time, * follow the rules of the road, * learn and use signals for turning to let vehicles know your plan, and * take your time.   Read about more safety tips here: <https://parachutecanada.org/en/injury-topic/cyling/> | Secondary |
| Getting your drivers license is an exciting new chapter for your teen and will provide them with lots of newfound freedom. It’s also a critical time to learn about road safety. As parents of teen drivers, it’s really important that parents and caregivers model the same driving behaviours that you want your teen to use. Teens are always watching you! Model safe behaviours by:   * Always wearing your seatbelt, * Never use of cellphone – even just for a peek * Respecting the speed limit, * Using signals, * Being mindful or other road users, and * Never driving while impaired.   Being a good role model for your teens can really impact how they will act behind the wheel. National Teen Driver Safety Week is in October, however the resources on Parachute Canada are always available to help prevent injuries in teen drivers: <https://parachutecanada.org/en/program/national-teen-driver-safety-week/> | Secondary/parents |

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| Social Media Messaging – Elementary | Audience |
| Recognize and remove! Know the signs and symptoms of a concussion, and what to do next: <http://parachutecanada.org/concussion> | Elementary and secondary school |
| Riding your bike, roller blading or scootering to school? Head injuries can be serious. Protect yourself by wearing your helmet! Helmets can reduce the risk of serious head injury by 60%! | Elementary school |
| Are you the parent or caregiver of a child under age 11? Children this age have not yet developed the thinking and physical skills needed to make safe decisions about crossing the road and traffic. Young children should always be accompanied by an older responsible child or adult while walking or riding their bikes. | Elementary school |

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| Social Media Messaging – Secondary | Audience |
| Recognize and remove! Know the signs and symptoms of a concussion, and what to do next: <http://parachutecanada.org/concussion> | Elementary and secondary school |
| Wearing a helmet can reduce serious head injuries by 60% when riding a bike, roller blade, skateboard, or scooter | Elementary and secondary school |
| Children under the age of 11 have not yet developed the thinking and physical skills needed to make safe decisions about crossing the road and traffic. Young children should always be accompanied by an older responsible child or adult while walking or riding their bikes. | Elementary school |
| Running late is not a reason to risk your life. Follow speed limits and adjust your speed to match the conditions of the road. | Secondary school |
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**Synervoice/Communicator Messaging – Elementary (repurpose for newsletter if appropriate).**

**Synervoice/Communicator Messaging - Secondary**