

SMARTRISK

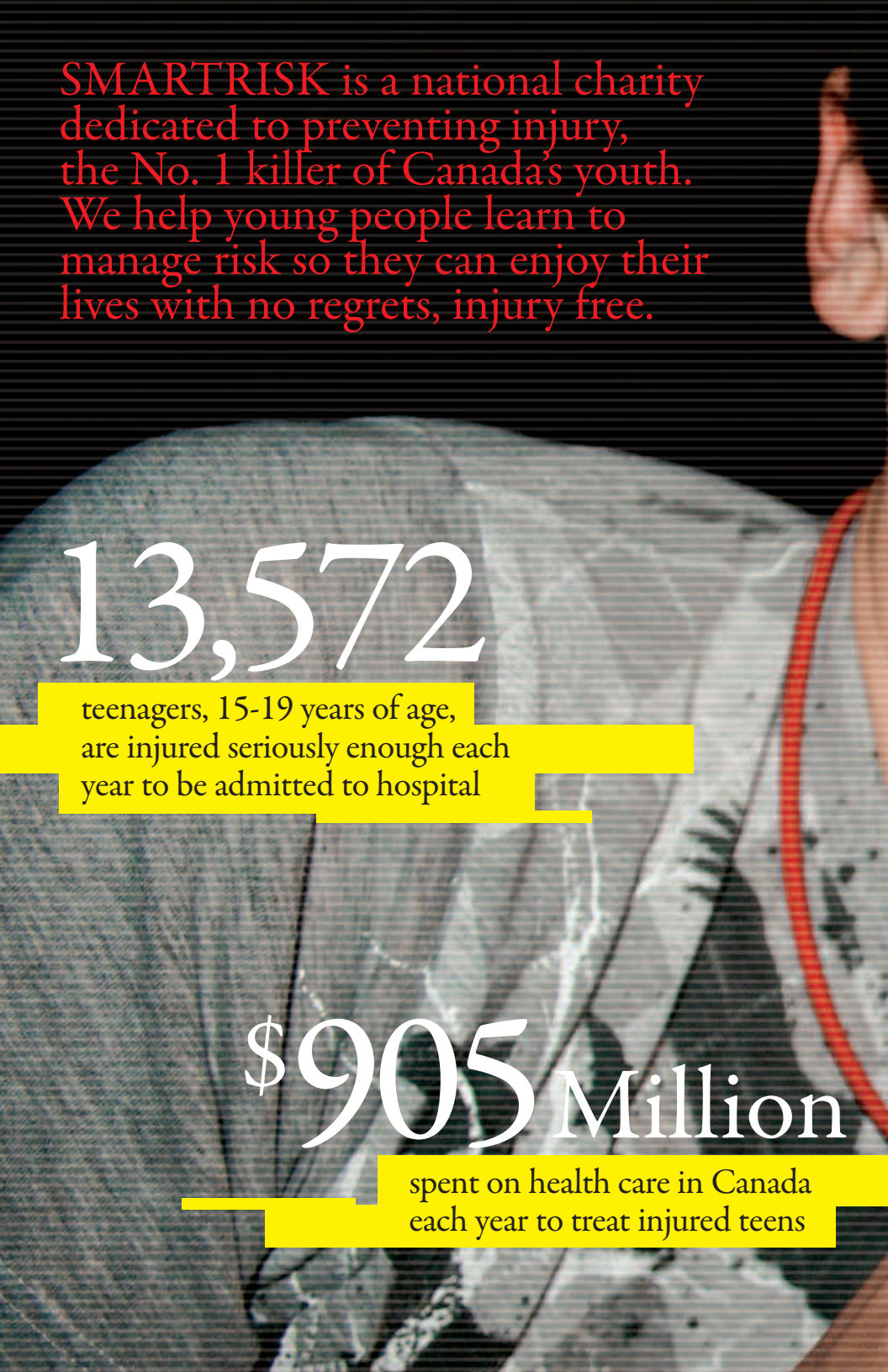


SALVE QUI PENSE
preventing injury with smart thinking

A close-up, low-angle shot of a woman with long, straight brown hair and black-rimmed glasses. She is smiling and looking down and to the left. The background is dark and out of focus.

WHY SMARTRISK MATTERS

2009 ANNUAL REPORT



SMARTRISK is a national charity
dedicated to preventing injury,
the No. 1 killer of Canada's youth.
We help young people learn to
manage risk so they can enjoy their
lives with no regrets, injury free.

13,572

teenagers, 15-19 years of age,
are injured seriously enough each
year to be admitted to hospital

\$905 Million

spent on health care in Canada
each year to treat injured teens



672

teenagers, aged 15-19,
lose their lives to an injury every year

332,262

teenagers, aged 15-19,
are treated in an emergency department
for injury each year

MESSAGE FROM THE CHAIR OF THE BOARD AND THE PRESIDENT AND CEO



The year 2009 was one of significant change and growth at SMARTRISK, positioning us for even stronger expansion in 2010 and beyond.

SMARTRISK experienced significant change and growth in 2009, positioning us for even stronger expansion in 2010 and beyond. Challenging economic times were a spur to staff and board members to critically re-evaluate our work and to find new methods to ensure we are offering our smart risk programming as efficiently and in as focused a manner as we can. That will allow us to bring our life-saving programs to even greater numbers, moving us closer to our long-term goal of reaching all young Canadians with our messages of smart risk.

We are pleased to outline selected highlights of 2009:

The importance of preventing injury can't be overstated. In August, our new study, The Economic Burden of Injury, unveiled the staggering cost of injury to Canadians: \$19.8 billion and 13,600 lives lost each year.

We began laying the groundwork for a new focus on regional development. We will work more diligently with communities to deliver SMARTRISK No Regrets youth programs. Beginning in 2010, local partners will begin training, recruiting and working with area high schools and a greater emphasis will be placed on local fundraising.

Despite the recession, SMARTRISK ended 2009 with a surplus:

We expanded our No Regrets program and funding sources and began leveraging training online. At the same time, we used sound financial management practices to reduce administrative expenses.

We initiated the transformation of SMARTRISK Heroes to SMARTRISK No Regrets Live (see next page for details).

The four national injury groups formalized their collaborations in the new Injury Alliance – made up of SMARTRISK, Safe Communities Canada, Safe Kids Canada and ThinkFirst Canada. We received a grant to study how working together can benefit and advance the injury prevention field. We are seeking a game changer that will build capacity and promote what works in preventing life-altering injuries and injury deaths.

In 2010, SMARTRISK will focus on refining and expanding the delivery of our programs for youth across the country by building strategic alliances and establishing a presence in communities across the country. We look forward to working with our current partners and developing new relationships in our efforts to help young Canadians learn to take smart risks and live life injury free.

Edward (Ned) Levitt
Chair of the Board

Robert Baker
President and CEO

PROGRAM HIGHLIGHTS

Our mission is to empower youth through education, programming and policy change to recognize and manage their risks of injury in the smartest ways possible.



SMARTRISK is a national charity whose vision is a Canada where youth enjoy life to the fullest, injury free. Our mission is to empower youth through education, programming and policy change to recognize and manage their risks of injury in the smartest ways possible. Below are highlights of the year in our key programs.

SMARTRISK HEROES TRANSFORMS INTO SMARTRISK NO REGRETS LIVE

Our flagship travelling injury prevention road show for high school students, SMARTRISK Heroes, was a highly effective crowd-pleaser that reached more than one million youth these past 18 years. Its successor, SMARTRISK No Regrets Live, will help us reach more youth annually and will better integrate with our peer leadership program, No Regrets.

The transformation of Heroes into the No Regrets Live show will be complete and available to schools by spring 2010. Our presenter list is expanding to include not just survivors of traumatic injury, but the people who love them. Thus, a bereaved parent might speak to students – or the driver of a car that took the life of a close friend. With more presenters being trained across the country and the schools themselves providing the minimal equipment required to stage No Regrets Live, SMARTRISK will bring this dynamic presentation to thousands more young Canadians each year with the help of our national presenting partner, CN. For more information, contact noregretslive@smartrisk.ca or visit www.smartrisknoregrets.ca



SMARTRISK NO REGRETS EXPANDS

Our peer leadership program experienced significant growth and change in 2009 as well, with the launch of a much stronger online presence through www.smartrisknoregrets.ca and a move towards local training and management.

SMARTRISK aims to reach all young people across Canada, to get them excited about managing the risks in their lives so they can have a great time, injury free. High schools are an efficient way to reach teenagers. We also believe it is critical to work through a peer education model, where messages are delivered by respected classmates. No Regrets trains student leaders and their staff advisers to host injury prevention activities and events in their schools to promote SMARTRISK messages: **Buckle Up, Look First, Wear the Gear, Get Trained and Drive Sober.**

In 2009, SMARTRISK trained 51 new schools so that by year's end, more than 100 high schools in Canada had been exposed to No Regrets. We launched SMARTRISK No Regrets Online in fall 2009, with support from the website's lead sponsor, State Farm. We moved some training online to help schools that may find it difficult to attend onsite training. We also moved to communicate with students where they are already congregating online, through such channels as Facebook, YouTube and Twitter.

In addition, we began to plan for a new regional process, using a "train the trainer" model. This involves recruiting and training suitable partner organizations, who in turn recruit, train and support schools in their areas. In 2010, SMARTRISK plans to train 100 schools.



RESEARCH RELEASES NEW BURDEN REPORT

In August, we released The Economic Burden of Injury in Canada, the first update to our seminal research project of 1998. For the first time, we described the burden of both unintentional (e.g., traffic, fires, drowning) and intentional (suicide and violence) injuries. We also broke the data down by province. Revealing that injury costs Canadians close to \$20 billion and takes more than 13,600 lives each year, we released the Burden to significant interest from the media and various groups across Canada. See www.smartrisk.ca to read the report.

Our research department continued to provide extensive research and evaluation services to our youth programs and to Ontario injury practitioners, as described below.

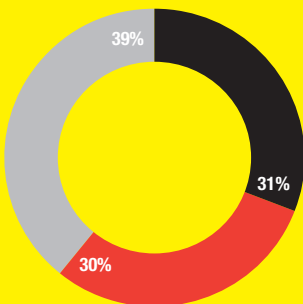
ONTARIO INJURY PREVENTION RESOURCE CENTRE

The government of Ontario funds SMARTRISK as the Ontario Injury Prevention Resource Centre to provide injury services to the province's practitioners. We provide training in a Canadian injury prevention curriculum and in a falls prevention curriculum; offer consultations by telephone, email and in person; provide statistical reports on injury; and update practitioners through e-bulletins and a website. In 2010, the new Ontario Agency for Health Protection and Promotion begins overseeing the Resource Centre.

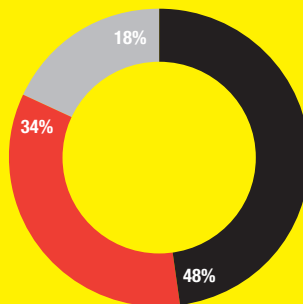
See www.oninjuryresources.ca for more information.

FINANCE 2009

The following summarizes SMARTRISK's sources of revenues and expenditures for 2009. Please see www.smartrisk.ca for our audited financial statements, a list of our sponsors and donors, and our Board of Directors.



Sources of Revenue	
Government Grant	31%
Program Fees	30%
Sponsorships and Donations	39%



Expenses	
Youth Programs	48%
OIPRC	34%
Admin and Fundraising	18%

