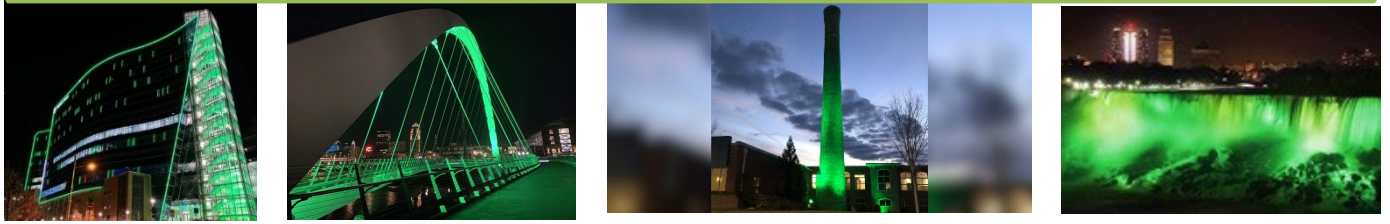
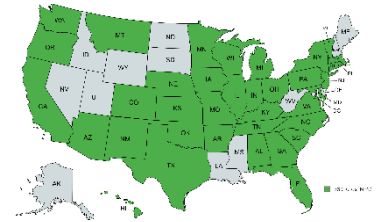


# National Injury Prevention Day 2023



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In November 18th, 2020, the National Program Office of the Injury Free Coalition for Kids® established the 1st National Injury Prevention Day (NIPD) in the United States which sought to raise awareness about the injury problem in the US and the need for injury prevention for all by lighting iconic buildings green and using social media to expand outreach. This day was modeled after National Injury Prevention Day Canada which was established in July 2017 by Parachute, Canada with the common goal of shining a light on the devastating effects of predictable and preventable injuries on Canadians. In the first year, 22 cities participated and through their efforts, National Injury Prevention Day was born creating the foundation for sites all over the US to bring awareness to the



**#1 cause of death for all persons aged 1-44 years old** (CDC, 2020).

Since 2020, NIPD has grown, building new partnerships and enhancing existing partnerships in bringing attention to the burden of death and disability resulting from both unintentional and intentional injuries and violence. The number of people educated and empowered to create change in their own communities has increased as well. In 2023, during the 4th Annual National Injury Prevention Day (NIPD), 95 cities in 38 states participated, a 20% increase from 2022. This NIPD boasts 395 activities in the categories: Shine a Green light, community-based injury prevention education, internal staff education, social media activities and proclamation requests made for a successful campaign.

## Highlights from the 4th annual National Injury Prevention Day include:

- ☂ **3** Injury and violence prevention conferences were held in-person and virtually.
- ☂ **6** Out of 9 CDC/NCIPC funded Injury Control Research Centers participated.
- ☂ **11** NIPD Partners.
- ☂ **20** TCAA media contest winners showed *“what the evolution of safety looks like in their community?”*
- ☂ **21** Pacesetter Awards sponsored by Bloomberg Philanthropies assisted IFC sites with providing supplies.
- ☂ **31** IFC sites received donations of injury prevention products from JPMA to support NIPD events.
- ☂ **38** States reported recognizing NIPD.
- ☂ **46** Government entities on both sides of the aisle signed documents recognizing November 18th as NIPD.
- ☂ **82** Organizations and Institutions signed-on to the NIPD 2023 Letter of Support/Commitment.
- ☂ **91** Entries received for the TCAA Media contest.
- ☂ **95** Cities nationwide raised awareness to the injury problem and the need for injury prevention.
- ☂ **105** Registered injury prevention and safety events provided educational materials and/or resources
- ☂ **166** Iconic buildings, bridges, main streets, landmarks, and personal homes were lit up green.
- ☂ **171** People attended the "Unifying Voices" Kick-off Webinar
- ☂ **180** Participating organizations/institutions
- ☂ **2,895** Products were generously donated by 15 JPMA Cares manufactures or distributors.
- ☂ **5,420** Families and beyond received direct education on NIPD day.
- ☂ **22.2M** Impressions, 2,752 social media posts, and 789 unique account postings with a reach exceeding 12.4M means we potentially educated millions of individuals with the 1 – hour Twitter/X chat.