

PREVENTIONpages

A Publication of Think First National Injury Prevention Foundation

2002
Calendar of Events
Conferences
Meetings

Partnerships:

A Message from CEO Bill Biebuyck

By virtue of our mission and our commitment to injury prevention education, Think First National Injury Prevention Foundation has a responsibility to reach beyond our immediate programming concerns. It is not just about Think First for Kids and Think First for Teens. We must be a part of a much broader, comprehensive, nationwide focus on public health and injury prevention issues. Partnering with other national groups, active in injury prevention, accomplishes several very important goals:

- Publicizing the scope of the injury problem
- Creating awareness and understanding of the causes of injury
- Providing solutions and decreasing the incidence of unintentional injuries
- Promotion of those solutions, including not only the Think First programs, but others as well
- Consolidation of resources to avoid duplication of effort

In this Issue of *Prevention Pages*, I am pleased to share several new partnership initiatives that will allow Think First National Injury Prevention

Foundation and our community chapter network to demonstrate an understanding of our role in the "bigger picture".

A quick summary of these partnership initiatives is outlined as follows:

- **National SAFE KIDS Week-May 4-11**
Use Your Head-Wear Your Helmet
National Safe Kids Campaign
- **Buckle Up America Week-May 20-27**
Click It or Ticket Campaign
Nat'l Highway Traffic Safety Administration
- **SafeUSA Leadership Conference**
Future opportunities for collaboration

And, check out the partnership that already exists between a **Think First Chapter in Mexico** and **Teleton Foundation** (see page 3).

Partnership initiatives that advance the cause of injury prevention education will continue to be pursued at the national office level, and chapter personnel are encouraged to share opportunities that they may become aware of as well. After all, we are in this together, aren't we?

Notice Anything Different?

No? OK, take a minute and thumb through this issue, and then come back here so we can talk...AHA! You noticed, didn't you? That's right! Additional pages!

Beginning with this Spring 2002 Issue, we are expanding *Prevention Pages* to six, count 'em, 6 pages, and that's a good thing. The response to our efforts with *Prevention Pages* has been tremendous.



Not only have you told us how much you like what we are doing, you have also shared news-worthy items of interest with us on a regular basis, so we felt the time was right to accept your subtle hint. We heard you—give us more articles! One of those new articles will be a re-occurring feature in all future issues. Check out page 4 for

the **Board Member Spotlight**. With an expanded issue, some consideration is also being given to a revised publication schedule. We will keep you posted, but keep those letters, cards, e-mails, and phone calls coming in the meantime.

All kidding aside, the wealth of information that is available to share with our readers is indicative of something far greater. *Have you sensed it too?* Many wonderful things are happening now within the Think First organization. Chapters operations are re-energized, donors are renewing their commitment, curriculum is under revision and development, and our message is being heard by more and more young people—it is an exciting time, and we are delighted to have your interest and encouragement as we share our progress.

April 6-11

AANS Annual Meeting

April 6-8

Think First Committee & Board Meetings
Chapter Directors Workshop
Chicago, IL

April 18-21

2nd Annual Think First
Cloister Classic
Sea Island, GA

May 4-11

National SAFE KIDS Week
Use Your Head. Wear Your Helmet

May 12-15

Sixth World Conference on
Injury Prevention and Control
Montreal, Canada

May 20-27

Buckle Up America Week
Click It or Ticket Campaign
NHTSA

June 2-7

10th Annual Johns Hopkins
Principles & Practice of
Injury Prevention
Baltimore, MD

June 5-7

20th Nat'l Conference
on Health Education &
Health Promotion CDC
New Orleans, LA

September 23-25

California Conference on
Childhood Injury Control
Sacramento, CA

September 21-26

CNS Annual Meeting
Think First Committee &
Board Meetings
Philadelphia, PA

For additional information,
contact the Think First
National Office.

Think First...
Use your mind to
protect your body.



Think First Cloister Classic participants, J. Hager, Spike Wahlen & Peter Larson enjoy one of many light moments at the 2001 event.



FAST FACTS
AANS/CNS Joint Section
on Neurotrauma & Critical
Care
2002-2003

Membership: 1196

Officers

Chairman: Donald Marion, MD
Sec'y/Treas: Alex B. Valadka, MD
Past Chair: Ross Bullock, MD

Special Events Update

Think First Board Member, Andy Sherwood and his wife, Diane, encourage your participation in the **2nd Annual Think First Cloister Classic**, a sporting clays championship, which returns to The Cloister at Sea Island, Georgia, **April 18-21**. This year's fundraising event promises to provide even more fun and surprises than last year's competition! Will an *entire year of practice* improve Dr. Mike Turner's chances? And, what about those *Larsonettes*? Will Lee Larson's team of ladies make yet another bold fashion statement? Can *The Pointer Sisters* (Margi Brent, Theresa Caron, Cindy Edwards, and Missy Feuerhake) repeat as the Ladies High Team winners? Join us and learn the answers to these intriguing questions! And here's the best thing about the Think First Cloister Classic...**previous experience is not required to participate**. Roughly half of last year's teams had never participated in a sporting clays event before! The old pro's who participated, Peter Larson, Jim and Jon Hager, Gene Goodwin,

Will Fennell, Dave McHugh, Bob Oliver, to name just a few, were especially patient and helpful with the rookies. Now that we think about it, here's a couple more reasons for you to join us...there are a wealth of family activities available at The Cloister, so **bring the entire family and enjoy a spring break** at a premiere resort, famous for Southern hospitality. *In fact*, you don't even to be there to support the event. That's right! Why not take advantage of a **sponsorship opportunity**? Recruitment for participants and sponsors is underway now, so visit our web site at www.thinkfirst.org/classic.html

Here's an early announcement about another fundraising event. **The Caron Charity Classic**, a golf tournament hosted by Think First Board Member Michael Caron, M.D., his wife Theresa Caron, EdD, and Jim McMahan, former Chicago Bear Quarterback and Think First spokesperson is scheduled for **summer 2002 in the Chicago area**. Details soon!

Donor Spotlight: AANS/CNS Joint Section on Neurotrauma & Critical Care

Alarmed by the incidence of *preventable injuries* in young people, neurosurgeons took action and founded Think First National Injury Prevention Foundation some 12 years ago, First came the curriculum for **Teens (grades 7-12)**, followed by the curriculum for **Kids (grades 1-3)**. With that same **foresight, vision, and encouragement**, neurosurgeons, through the **Joint Section on Neurotrauma & Critical Care**, have provided the **first** gift designated specifically for the development of a curriculum for **Pre-Teens (grades 4-6)**. This sub group of the American Association of Neurological Surgeons (AANS) and the Congress of Neurological Surgeons (CNS) is focused on education and research in the areas of neurotrauma, critical care, and sports medicine and finds a natural outlet in the injury prevention education

programs of Think First. Development of the Pre-Teens curriculum, with **special emphasis on violence prevention, tolerance, and conflict resolution** has been a long time goal of the Foundation. With the assistance of the **Joint Section on Neurotrauma & Critical Care**, the Pre-Teens Task Force has begun the initial stages of curriculum development. In presenting the check for \$15,000, **Secretary-Treasurer Alex B. Valadka, MD** commented that "the group fully supports your plan...evident in the unanimous vote to approve the contribution." Once again, as in the past, neurosurgery is **first** in making their voices heard in a prominent, life-saving effort. Our thanks to all members of this Joint Section for their belief in and commitment to Think First.

Looking for a way to honor or remember a loved one?

Look no further. There is no better way than through a gift to Think First. Be it **birthdays, graduations, engagements, anniversaries, or maybe just because you admire, respect, or appreciate** a particular individual or group. *Let us know* through a gift in their honor, and we will let them know of your thoughtful gesture through an appropriate acknowledgement. Memorial gifts to Think First are a particularly effective way to remember the life of a loved one. Your gift is a **life-affirming, life-saving**

way to insure that their life is **remembered and celebrated** by you and others that you may wish to be advised of your memorial gift.

Please include names, occasions, relationships, and addresses with your gift.

Memorial and honor gifts also receive **special recognition** in the Think First Annual Report published as part of the Fall//Winter Issue of Prevention Pages.



Think First Team Attends Mobilizing for a Safe USA

Bill Biebuyck, Chief Executive Officer, and a team of six state and local Think First Chapter Directors convened in Atlanta, Georgia, December 3-5, 2001 to participate in the **Mobilizing for a SafeUSA conference—a national leadership conference to reduce violence and injury in America.** The event was sponsored by the Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention and Control, and a strong alliance of partners committed to reducing injuries. **Mobilizing for a SafeUSA brought together prominent researchers and practitioners** in injury prevention and served as an important forum for the national injury prevention community to **share intervention strategies and solutions.**

agenda for injury prevention. The group also met with **key national program leaders and researchers** who complement the mission and programs of Think First to **discuss future opportunities for collaboration.**



(l-r) CEO Bill Biebuyck and Board Members/State Chapter Directors Michelle Gibler, Nena Ray, Donna Cavanaugh, and Dorothy Zirkle. Chapter Directors Peter Collman (Atlanta) and Terry Henry (Pensacola, FL) are not pictured.

During the conference, the Think First team hosted an exhibit, attended numerous scientific sessions, and participated in special strategic focus group discussions to **help shape the national**

Chapter Spotlight: Pienza Primero Foundation

Habla espanol? No? For those of us who don't, it is past time we learned, and our **Think First Chapter in Mexico** provides the motivation and our first lesson, with a little geography thrown in for good measure.

The Think First Chapter in Mexico, with Roberto V. De Leo, M.D., as President, established a **unique alliance with Teletón Foundation** in 2000 to provide the Think First for Kids program, known there as **Alerta-t Pienza Primero** (translates to Be Alert, Think First). Fernando Landeros Verdugo serves as the director of the Teletón Foundation (www.teleton.org.mx) which also focuses on **rehabilitation of children who are physically challenged as a result of injury or birth defects.**

Teleton and Think First Mexico have been especially innovative and responsive in delivery of injury prevention education. Through arrangement with a curriculum specialist, **Think First for Kids has been translated to the Spanish language and Mexican culture, and approved and certified by the National Education Secretary in Mexico.**

The government of Tamaulipas, one of the largest of 32 states in the country, under the direction of Governor Tomas Yarrington Ruvalcaba, is currently offering Alerta-a Pienza Primero in 1000 schools there through the Education, Sports, and Culture Secretary. By September 2002, the program will be expanded to an additional 1,100 schools. As part of Alerta-t Pienza Primero, this creative team of education specialists has recently **developed a pre-school curriculum for injury prevention education which features an entertaining and interactive theater play.**

Alerta-t Pienza Primero is now impacting 390,000 children, parents, & teachers in Mexico. The program is also being **promoted to the governments of six more states in Mexico** (Oaxaca, Puebla, Guanajuato, Coahuila, San Luis Potosi, and Aguascalientes) for future implementation. Congratulations to our Think First neighbors to the south who remind us via their slogan...Super Seguro Es Super Divertido- **Super Secure is Super Fun!**

Injury Prevention:

The theme of this year's Chapter Director Workshop in Chicago, **Tools for Success**, is designed to provide Basic Blueprints, **practical and proven methods for improving chapter operations** and, **ultimately**, the effectiveness of our message of injury prevention education. Under the direction of the State Chapter Director's Sub-Committee, participants will learn about **new tools for the trade, tools for schools, nuts and bolts of marketing, and level headed**



Tools for Success

grant writing to name just a few of the planned topics. A highlight of the sessions will be the debut of the **Think First for Teens curriculum revision**, a PowerPoint presentation developed by a Task Force chaired by State Chapter Director and Board Member, Debby Gerhardstein (Illinois).

Remember-UNITED WE BUILD! See you in Chicago, April 6-8!

Think First FAST FACTS

Int'l Chapters	7
State Chapters	23
Local Chapters	154
Satellites	55
States with the most Think First chapters:	
California	18
Michigan	17

Think First PROGRAM PARTICIPATION

2000:	1 million kids & teens
2002: Goal	3 million kids & teens
2005: Goal	5 million kids & teens
8.2 million kids & teens educated since inception	

Think First SAFE FOR LIFE

Think First for Kids	1st-3rd grades
Think First for Pre-Teens	4th-6th grades (under development)
Think First for Teens	7th-12th grades



Think First Influences a Methodist Nurse's Career

The following article by Krystin Washington, intern, appeared in *The Clarian*, a newsletter serving Clarian Health Partners. Reprinted by permission.

Twenty pajama-clad five-year-olds amble down the Operating Room corridor heading for an OR suite. Why? These small children are learning about safety and how not to end up in the OR. **Think First for Kids** is showing them how. Think First is geared toward first-, second- and third-graders, to teach them how to prevent brain and spinal cord injuries. Activities, worksheets and a video emphasize the importance of various safety precautions such as wearing a bicycle helmet, using seat belts and staying away from guns and knives. The program's sponsor, the **Indianapolis Neurosurgical Group**, seeks to decrease the number of children's head injuries. Traditionally, the Think First program is taken to schools and community groups, but Rhonda Anders, OR educator, decided to bring children into Clarian.

Through the OR at Methodist Hospital, Anders became involved with Think First when her five-year-old child's teacher asked for her help in explaining health and safety to the class. With some age-appropriate tweaking and the addition of the OR tour, Anders began the in-house Think First program that turned out to be a turning point in her career.

After working in the same position for several years, Anders became bored. She was considering taking a position with another hospital when she discovered Think First. Anders found that supplementing her job with activities like Think First convinced her to remain at Methodist. "I just had this realization [that no] where would [I] have an opportunity to do this. It made me stay here and be grateful for the opportunities that I have," says Anders. To protect the children from seeing things that might frighten them and to prevent them from disturbing patients, Anders and Janet Strong, another OR educator, escort the children through back hallways at Methodist. At the end of the visit, each child receives a Polaroid photo of themselves in their hospital-issue pajamas to take home and to serve as a reminder of what they have learned.

Think First helps Clarian give back to the community, but it also helped convince one of Clarian's valuable nurses to remain with Clarian. Anders says, "I [realized] the freedom that I had [here]. That's worth many, many thousands [of dollars]".

Editor's Note: Clarian Health is an Indiana based, private non-profit organization, comprised of Methodist Hospital, Indiana University Hospital, and Riley Hospital for Children.



Think First = No OR



Rhonda Anders, OR Educator

Board Member Spotlight: Al Buscaino

Duh, what took us so long? Chapter Spotlight, Donor Spotlight...what's missing here? You got it! **Board Member Spotlight**—the **third component** in what makes Think First National Injury Prevention Foundation run. So, who are those guys? In this issue, and all future issues, we plan to tell you.

For our first ever Board Member Spotlight, we chose one who, despite all our protestations, insists that he must rotate off the Board later this year for a while to devote more time to his business and his kids. While we admire and understand his reasons, we can't help but hope that a little public outpouring of support might convince him to stay or at least, hasten his return. **Yo! Al! Are you listening?**

Al Buscaino joined the Think First Board of Directors in 1996 and has served as Secretary of the Board for most of that time. A 1978 graduate of The Citadel, Al is **Director, Program**

Development, for Ad-Tech Communications, a Hollywood, Florida based medical marketing and communications firm.

As a Board Member, Al has helped guide us through a maze of marketing and public relations issues, including the recent name and logo-type revisions to Think First National Injury Prevention Foundation.

Al lives in Clearwater, Florida with his three kids. In fact, two of the Buscaino kids have appeared in Think First print ads. All three kids deserve some of the credit for Al's effectiveness as a Board Member, giving clear and concise opinions about what works ("cool") and what doesn't ("that's stupid") in providing our message to others in their age groups. Thanks, Al, Robert, Peter, & Kelcy for six years of level-headed, sound advice and guidance. **Hurry back, ya hear?**



Think First Board Member
Al Buscaino

Prevention Pages

Think First State Chapter Directors, Michelle Gibler (Missouri) and Dorothy Zirkle (California) are members of the SAFE KIDS Week Technical Advisory Team and can help in identifying specific partnership opportunities for Think First chapters.

Contact Michelle at: giblerm@health.missouri.edu
573.882.2370

Contact Dorothy at: dorothy.zirkle@sharp.com
619.644.4661

Want to be a Prevention Provider?

Donations are gladly accepted via our web site. Visit today and let your voice for injury prevention education be heard.

www.thinkfirst.org/donationform.html

Thought about your Estate Planning?

Proper Estate Planning is critical to guide the distribution of assets that you have built during a lifetime of hard work. To insure that you have an effective estate plan, review it often with your advisor. Don't have an estate plan? Do not delay! Plan for the ones you love and the charitable organizations you believe in. In many cases, including a charitable organization in your estate planning offers tax advantages that can maximize gifts to your family.

Think First and SAFE KIDS

The National SAFE KIDS Campaign along with Founding Sponsor Johnson & Johnson will launch **National SAFE KIDS Week (May 4-11)** with the theme **Use Your Head. Wear Your Helmet!**, a nationwide initiative to focus on the risks of traumatic brain injury.

SAFE KIDS is partnering with Think First on this important helmet safety initiative and **Think First chapters are encouraged to team up** with the more than 300 state and local SAFE KIDS coalitions across the country to participate in this year's SAFE KIDS Week. In announcing the partnership, Think First CEO Bill Biebuyck noted that the curriculum materials of Think First have "long advocated the use of safety helmets to prevent injuries. It is a pleasure to partner with an organization of the stature of the National SAFE KIDS Campaign in this life-saving initiative."

Think First chapters can partner with coalitions to host family safety fairs and other community events that focus on wheel-related safety and protecting the brain. These events will offer parents, caregivers and kids the opportunity to learn important safety messages through interactive, colorful displays and activities.

While many bike crashes and other wheel-related incidents (skateboards and in-line skates) result in relatively minor injuries such as broken bones, scrapes and bruises, thousands of kids are seriously injured or die as a result of preventable traumatic brain injury. To help kids stay safe on



wheels, the National SAFE KIDS Campaign will look closely at how many children suffer traumatic brain injury as a result of a bike crash and will conduct a national poll with tweens (kids aged 8-12) to look at their attitudes and behaviors toward helmet use on all wheel-related activities. The results will be launched during National SAFE KIDS Week.

Also, as part of this nationwide helmet safety initiative, **Johnson & Johnson and Bell Sports will donate \$1,000,000 worth of Bell helmets to kids in need across the nation.**

"Kids who ride without the appropriate safety gear can become seriously injured or even killed while riding bikes, scooters and in-line skates, even those who are the most skilled" said **Campaign Chairman C. Everett Koop, M.D., Sc.D.** "The good news is children can protect themselves from severe head trauma by simply wearing a helmet. Statistics show that **helmets reduce the risk of head injury by 85 percent and the risk of brain injury by as much as 88 percent.**"

To find a SAFE KIDS Coalition in your area or to learn more about National SAFE KIDS Week, please visit www.safekids.org.

Think First & NHTSA



Through the efforts of Chapter Director and Board Member, Michelle Gibler (Missouri), Think First National Injury Prevention Foundation has been invited to partner with the **National Highway Traffic Safety Administration** for their "Click It or Ticket" campaign.

Thirteen states have received special funding earmarked by Congress to conduct and evaluate **high visibility paid advertising campaigns aimed at increasing seat belt use and decreasing deaths and injuries.** This media campaign will be undertaken during the **Buckle Up America Week observance May 20-27, 2002.**

The thirteen states are: Alabama; California*; Florida; Illinois, Indiana; Michigan; Nevada; New York; Ohio; Texas; Vermont; Washington; and West Virginia.

Chapter operations in those states will be involved in press events, public statements about the importance of seat belt use, and rallying support from others in their communities. Click It or Ticket campaigns in other states have proven highly successful in **significantly increasing seat belt use and decreasing deaths and injuries.** To learn more about the campaign, visit the NHTSA web site at www.nhtsa.dot.gov/people/injury/airbags/click/page1.html

Editor's Note: While each state will develop their own logo for the campaign, the Illinois logo appears here for illustrative purposes.

**May not be participating until November 2002*

5550 Meadowbrook Drive, Suite 110
Rolling Meadows, IL 60008

Phone: 800-THINK-56
e-mail: thinkfirst@thinkfirst.org
Web Site: www.thinkfirst.org

Founded by:

The American Association of
Neurological Surgeons &
Congress of Neurological Surgeons



Think First Board Member, Lee Larson,
with CEO, Bill Biebuyck

Prevention Pages

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Publisher: Bill Biebuyck
Editor: Lois Murphy

Contributors to this issue also include:

Michelle Gibler; Mary Lou O'Toole;
Nena Ray; Sandy Sinclair;
Krystin Washington

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