

TEST YOUR SAFETY I.Q.

Q What causes 20 times more disabilities than AIDS, breast cancer, spinal cord injuries, and multiple sclerosis combined?

A Brain Injury – Not only that, but brain injuries have claimed more lives than all U.S. wars combined since 1977.¹

Q How many children suffer head injuries each year?

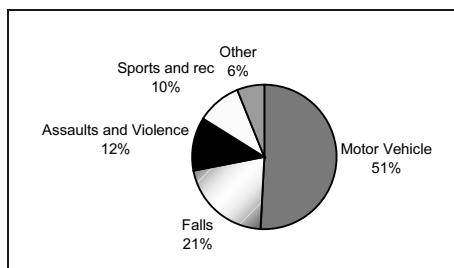
A One million – 165,000 of these children require hospitalization, while 1 in 10 will live with moderate to severe impairments.²

ThinkFirst about...

DEATH AND INJURY STATISTICS

- Traumatic Brain Injury is the number one cause of both death and disability in children and young adults.³
- Approximately 5.3 million Americans are currently disabled as a result of a brain injury.⁴
- Every five minutes one person will die and another will become permanently disabled due to a brain injury.⁵
- Approximately 1.5 million Americans sustain a TBI each year.⁶
- It is estimated that TBI's claim more than 50,000 American lives⁷ annually.
- 80,000-90,000 individuals suffer long-term disability as a result of a brain injury.⁸
- Falls are the leading cause of brain injuries among the elderly.⁹
- 33-50% of traumatic brain injury victims were intoxicated at the time of the incident, which increases the incidence of death and makes recovery more difficult.¹⁰

Causes of Traumatic Brain Injury in 2000



www.biact.org/tbistats.html 9-4-00

WHEN INJURIES ARE MOST LIKELY TO OCCUR

- 51% of incidents resulting in brain injury occur on the weekend.¹¹
- Most brain injuries take place at night.¹²

WHO IS MOST LIKELY TO INCUR THIS TYPE OF INJURY?

- Only 21.2% of the TBI injuries involved females while 78.8% involved males.¹³
- Each year, more than 30,000 children suffer permanent disabilities as a result of a brain injury.¹⁴
- African American children four and under are 40% more likely to incur a TBI than Causasian children.¹⁵

Consequences

- 90% of victims' cognitive functions are affected. This includes:
 - Memory Loss
 - Impaired Judgment
 - Difficulty Concentrating and Completing Tasks
 - Difficulty Communicating
- 61% have decreased neurophysical ability, such as:
 - Seizures
 - Loss of Smell, Taste, or Vision
 - Speech Impairments
 - Headaches
 - Fatigue
 - Loss of Balance

ThinkFirst about...

- 77.5% suffer from psychosocial difficulties including:
 - Depression and Mood Changes
 - Anxiousness
 - Impulsiveness
 - Self-Centered Behavior¹⁶

HEALTH COSTS

- A TBI survivor pays approximately \$4 million in their lifetime for healthcare and services.¹⁷
- 50% of deaths due to TBI take place within 10 minutes of the incident.¹⁸

PREVENTION TIPS

- Always wear a SNELL, ANSI and/or ASTM certified bicycle helmet and/or protective gear when riding a bicycle, skateboard, or inline skating.
- Always wear a DOT certified motorcycle helmet when riding a motorcycle.
- Always wear a safety belt when driving or riding in a motor vehicle.

- Never drink and drive. Always have a designated driver.
- Always observe and obey speed limits, traffic signs and signals.
- Make sure when playing on a playground that the ground surface is soft and free of debris and rocks.¹⁹

STILL NOT CONVINCED?

In the United States, one person incurs a traumatic brain injury every 21 seconds.²⁰ This means that in the short time it has taken you to read these facts, approximately 13 people have suffered traumatic brain injuries. Your brain is irreplaceable. It cannot be mended like a broken bone. If you are lucky enough to survive a TBI, any damage that your brain has sustained will stay with you for life. It has been verified that helmets, safety belts, air bags, and car seats decrease the risk of traumatic brain injury and death. In fact, wearing a bicycle helmet can reduce TBI by 85%.²¹ Brain Injuries are serious problems with serious consequences, so take the proper precautions to protect yourself. If you don't, it could change the rest of your life.

ThinkFirst

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SOURCES:

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