

PREVENTIONpages

A Publication of Think First Foundation/National Injury Prevention Programs

A Message from Bill Biebuyck, Chief Executive Officer

For those of you with whom I am not yet acquainted, allow me to introduce myself. I am Bill Biebuyck (pronounced *bee-buck*). I joined the injury prevention education efforts of Think First Foundation in October 1999 after many years with human services agencies and higher education. I am honored to be associated with a program that has made such a difference in the lives of so many young people for so many years. The Think First base of support—neurosurgeons, corporations, foundations, individuals, chapter personnel, and community leaders can be a **powerful alliance** for the injury prevention education effort. The past year has been one of evaluation, change, positioning, and refinement. A recent Assessment of our programs by the national consulting firm of Arthur Andersen concluded what we have long known to be true - the injury prevention education programs of Think First Foundation are **superior...delivered in a economically feasible way...with proven efficacy**, but...the programs are **not as well known as they should be** and we need to reach more young people. So, how do we do that? One way is by continuing to enjoy **strong leadership** from our Board. We have been fortunate in that area for many years, most recently through the efforts of Jeffrey Lobosky, M.D. Dr. Lobosky has served on the Board since 1992,



Michael J. Caron, M.D.,
Current Chairperson

including the past two as our enthusiastic and dedicated Chairperson. Dr. Lobosky has been tireless, tenacious, and visionary in that role, and we applaud his dedication. In September 2000, he relinquished that role to Dr. Michael J. Caron who has served as a Board Member since 1994, and who will continue to provide excellent leadership for Think First Foundation at this important phase of development. Several new Board Members also joined our efforts at that time.

Involvement in activities that **increase name recognition and funding** are also critical to our growth. Several events are pending, including a benefit concert with major names from the music world, along with various sporting events.

I am very encouraged about the future of Think First Foundation as you should be, too, and...I am convinced that **the best is yet to come...**so become involved, maintain or **increase** your involvement. We all share in the responsibility, the **obligation**, to educate young people across the country and the world with our life-saving message.

This Does Not Look Like the Prevention Pages I Remember!

With this, our Spring 2001 Issue, we return to a regular publication schedule for **Prevention Pages**.

You will note a new, more colorful look, with shorter articles, designed to be an easier, quicker and interactive read, and re-occurring features all of which we hope to further refine in the issues ahead.

Like it? Let us know. *Don't like it?* Let us know that, too. *Have an idea about a topic of interest to readers?* *How about a Think First program success story?* Tell us about it.

Issues will usually consist of four pages, with a

lengthier Annual Report version anticipated for the Fall Issue. The Think First fiscal year runs from July 1-June 30, which lends itself to reporting fiscal year end items, such as financial information, a listing of friends and supporters, and major program accomplishments in the Fall Issue. We will strive to be consistent in the placement of topics, *i.e.*, a calendar of events will always appear on the first page, administrative and fundraising issues (including **Donor Spotlight**) on the inside left panel, and program issues on the inside right panel. News of special significance will be provided via an insert page.

We look forward to your comments, to maintaining regular contact, and to keeping you up-to-date in the months and years ahead.

2001 Calendar of Events

March 29-April 1
Sporting Clay Shoot
Fundraiser
The Cloister
Sea Island, Georgia

April 21-22
Chapter Directors
Workshop

April 21-23
Committee & Board
Meetings
Toronto, Ontario Canada
*Held in conjunction with AANS
Annual Meeting*

July 16
Jim Mullen Foundation Golf
Tournament Fundraiser
Ridgemoor Country Club
Chicago, Illinois

September 29-October 1
Committee & Board
Meetings

September 30
CNS/Think First
Golf Outing Fundraiser
Riverwalk Golf Club
San Diego, California
*Held in conjunction with
CNS Annual Meeting*

*For information on how
you can participate in
these events, please contact
the Think First Foundation
National Office.*

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

TEAM PREVENTION ROSTER

MVP	\$5,000 +
All Star	\$3,000 - \$4,999
Captain	\$1,000 - \$2,999
Player	\$ 25 - \$999

Multi-year agreements are encouraged. Please use the enclosed envelope and Sign Up Today! Season runs from July 1-June 30 (fiscal year)

Team Prevention Annual Fund Campaign

In April 2000, Think First Foundation launched **Team Prevention**, an annual fund campaign with proceeds to be used to underwrite annual operations. A successful, broad based, annual fund campaign fully underwrites annual operations first, and then allows more opportunity for spending on program issues. The campaign relies upon the adage, **teamwork divides the task and doubles the success**, a particularly effective tenet when the potential size and strength of our constituent base is considered. Of course, the concept easily lends itself to a sports theme, providing a fun and creative way to communicate and promote participation. With that

thought in mind, team members continue to be recruited as outlined on the adjacent roster. **Team Prevention** players will be receiving 'incentives' at the AANS Meeting in Toronto acknowledging the team's success. If you have participated in **Team Prevention** this past year through an unrestricted gift to Think First Foundation, stop by the Think First 'dug-out' i.e. our booth, to claim your incentive. **Yes, we know**, it's not about the recognition, it's about **winning the game** against injuries, but we do want you to know that your participation on the team is appreciated. If you have not yet made a gift, there is still a position for you in the line-up, on the court, at the starting gate, or on the tee.

Donor Spotlight

Our donors are the heart and soul of any success experienced by Think First Foundation in our injury prevention education efforts. We are encouraged by the generosity of so many who, year after year, support our programs. As a regular feature of **Prevention Pages**, we wish to spotlight specific donors and outline their involvement and how very much it has meant to us. For this issue of **Donor Spotlight**, we didn't have to look very far. **American Surgical Sponges Division**, represented by **Ed Greenspan** and **Steve Young**, was one of our first corporate donors. Based in Lynn, Massachusetts, the company has been a fixture at the AANS and CNS

Annual Meetings for as long as anyone can remember. Twice per year, Ed arrives with a big smile, plenty of stories, and a check in hand for Think First Foundation. We have come to think of Ed as a little bit like death and taxes - he's one of the few things that can be counted on. When we talked with Ed recently about the reasons for this long-time support, he explained that American Surgical Sponges was just honoring a **commitment** made to the Foundation many years ago, and **besides... I have grandchildren...** implying the very personal significance that injury prevention education should occupy in all our lives. Thanks, Ed and Steve...for your dedication and commitment.



Ed Greenspan (L); Steve Young (R) pictured with Takanori Fukushima, M.D.



Winners of the CNS/Think First Golf Outing: Cliff Johnson (1977-78 World Champion New York Yankees), P.B. Simpson, M.D., Steve Cathey, M.D., and Greg Thompson, M.D.

Special Events

Special events participation not only provides funding, but also an opportunity for new friendships and enhanced name recognition. During the past year, Think First was pleased to participate in two such events. The **First Annual Jim Mullen Foundation Golf Tournament** was held in June 2000. The experience was a very positive one, and Think First has been invited to participate again in 2001. The **CNS/Think First Golf Outing**, held in conjunction with the September CNS Annual Meeting in San Antonio, benefited from both prime Sunday scheduling, compliments of the CNS, and strong participation from neurosurgeons, Board Members, corporate representation, and celebrities.

Office Relocation

In May 2000, the national office of Think First Foundation re-located with the AANS to their new office building in Rolling Meadows. The move has proven to be a more efficient arrangement by offering much needed storage space, in addition to slightly larger (1,000 s.f.) office space. The AANS generously donated many furniture and equipment items to complete the new office, as well as build-out costs. In addition, the **Compaq Computer Corporation** donated approximately \$20,000 of new computer equipment. **Friends and supporters are welcome to drop in and visit with us at 5550 Meadowbrook Drive, Suite 110, Rolling Meadows, Illinois.**

International Study Identifies Think First Programs as a "Best Practice"

For those of us involved in the funding, development, and implementation of our injury prevention education programs, there is no doubt about the effectiveness of our efforts. Still...it is very rewarding to have that belief confirmed and publicized, isn't it?

A recent study, completed by Life Span Adaptation Projects, University of Toronto, identifies Think First programs as an example of a **best practice in the category, Comprehensive Community Based Prevention Strategies**. Under the leadership of Richard Volpe, PhD, and with assistance from Project Coordinator, Angela Batra, *A Compendium of Effective, Evidence-Based Best Practices in Prevention of Neurotrauma* is the result of a worldwide systematic survey of people and programs. *The Compendium* is a 373 page study

with detailed information about the programs including **Background**,



Resources, Implementation, and Outcomes in the United States and Canada. The Compendium was presented at the Canadian Conference on Injury Prevention and Control 2000 held in Kananaskis, Alberta in October 2000. Implemented by an inter-institutional Consortium of co-investigators from the Bloorview MacMillan Centre, Laurentian University, Queen's University, the University of Western Ontario, and the University of Toronto, the study was supported and financed by the Ontario Neurotrauma Foundation, and **will be published by the University of Toronto Press in 2002**. For more information, contact Richard Volpe, PhD at (416) 934-4511 or richard.volpe@utoronto.ca.

GAP Kids Program Development

The Think First Foundation Board has approved the creation of a Gap Kids Task Force to study and develop a Think First Gap Kids program, **targeting children in fourth, fifth, and sixth grades**. After initial research and in response to the call for action from across the world, it was determined that the focus of the Gap Kids program should be **violence prevention and conflict resolution**. This program will be designed to fill the gap between the *Think First for Kids* and *Think First for Teens* programs. As evidenced by research, the **most successful programs start early, and are maintained in all grade levels**. With the advent of a Gap Kids program, Think First can provide a continuous scope and sequence of injury prevention education for children and teens from kindergarten through high school. The full development and implementation of the Gap Kids program is dependent upon funding, but the creation of the Gap Kids Task Force is a very important first step.

SAFE FOR LIFE

Think First for Kids	1st-3rd grades
Think First Gap Kids	4th-6th grades
Think First for Teens	7th-12th grades

Think First Partners with SpineUniverse.com



SpineUniverse.com recently launched Kid's Planet, a site for children, ages 6-12, who suffer from back and spinal conditions. Its goal is to offer these children an opportunity to search for answers to their questions. Through a partnership with Think First Foundation, the site also offers important information on safety and other health issues, and includes colorful animated icons and games that make learning fun and interactive. Children learn about brain and spinal cord anatomy, and receive immediate feedback for answers to safety questions.

Safety tips are presented in an eye-catching, age-appropriate format. Check out this great site or better yet - ask a child to check it for you! Kid's Planet contains a link to the Think First website, where additional details about our injury prevention programs may be found. Kid's Planet may also be accessed through a link on the Think First website or at the following URL: www.spineuniverse.com/kidsplanet/index.html

Think First FAST FACTS

Int'l Chapters	7
State Chapters	18
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:	3 million kids & teens
2005:	5 million kids & teens

8.2 million kids & teens educated since inception





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Prevention Pages

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*Dr. Lobosky gives his farewell
address to the Board of Directors.*