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National Injury Prevention Programs

PREVENTION PAGES

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CHAIRMAN'S MESSAGE

Transitions, Changes and Strategic Direction

Last October Dr. Tom Saul handed me the chairman's gavel, concluding more than two terrific years as Chairman of the THINK FIRST Foundation. While the shoes do not yet quite fit, I am happy to say that they are getting more comfortable. Tom did a terrific job as chairperson and the Foundation owes him a debt of gratitude for his outstanding leadership and service.



Jeffrey M. Lobosky, MD

The Foundation is in good shape programmatically and financially. But complacency and satisfaction are our enemies. There is much to be done with both old and new business, as change is our constant companion.

One of Tom's hallmarks is the restructuring of our programs into a chapter-based system. Despite some initial stops and starts in this evolutionary process, we are approximately 3/4 of the way to our final destination. The vast majority of former programs completed local chapter or satellite applications and presently are implementing THINK FIRST For KIDS, the Foundation's primary injury prevention program, and THINK FIRST For TEENS, our original injury prevention program that reinforces THINK FIRST For KIDS. Our next step is to establish state chapter directors in all 50 states, a process we hope to complete by the end of the year. Presently, 18 state chapter applications have been received, while we work to secure the remainder.

The national office staff also is in transition. THINK FIRST Chief Executive Officer Fred Grubbe

recently indicated that he would leave the Foundation in early August, following three years of outstanding service. Fred has been instrumental in bringing professional management to the day-to-day operation of the national office, particularly in controlling costs and managing limited resources. We are grateful to Fred for all he has done for the Foundation and wish him the best of luck as he moves on to pursue a private sector opportunity.

A search for our next CEO already is underway and will be led by our fund raising consultant, Pamela Kinsey Lungmus. Pam is with the national firm of Campbell & Company, which also specializes in senior level executive searches for foundations. New Program Coordinator Deborah Johnson and Program Assistant Shalynn Jennings will manage daily issues in the national office and will be available to assist you with any issues or inquiries, as needed.

Despite these changes and transitions, we must look ahead to the future. With that thought in mind, Brunswick Corporation, on behalf of the Foundation, secured the services of international consulting firm Arthur Andersen to conduct a strategic review and evaluation of the Foundation and the direction in which it is moving. We, indeed, are fortunate to receive this tremendous gift from these two world-recognized companies. The end product we will receive? In effect, it will be a "road map" to guide us into the 21st Century; a document that will lay out our options for success in the years ahead and provide recommendations for how we can pursue

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1997-98 THINK FIRST Foundation Survey Results

The 1997-98 Annual Survey Results are in. As of August 31, 1998, 111 chapters responded to the THINK FIRST Foundation survey, with 102 of the programs stating that they were active and an additional five just getting started. The average annual operating budget was \$21,400. Major revenue sources, by far, were hospital/rehab/medical centers, federal dollars/grants and corporate donations. Eight chapter directors replied that they were full-time, while 94 were not. The full-time equivalency of the 94 ranged from 0.1 to 0.75 FTE.

THINK FIRST For TEENS

Three programs utilized 16 or more speakers and 10 programs utilized 11-15 speakers, while the majority utilized anywhere from 1-10 speakers. Almost twice as many guest speakers had a spinal cord injury as compared to traumatic brain injury. Most guest speakers were male (260), as opposed to female (197), and were 26 years old and above. The guest speakers' main causes of injury were vehicular, bicycle and violence. Most chapters pay their speakers, with most speakers receiving up to \$50.

A total of 477,997 teens were reached through 5,054 presentations. Of those presentations, 2,527 were urban, 1,769 were suburban and 758 were rural environments. Approximately 3,538 presentations were presented in classroom format and 1,516 were assemblies.

THINK FIRST For KIDS

Sixty-two respondents marketed THINK FIRST For KIDS in their area, while 38 did not. Thirty-six programs successfully implemented the program in 280 schools, reaching 62,384 students. Time, personnel constraints and cost were listed as the top reasons for not successfully implementing programs in schools.

COMMENTS

A wide variety of comments and concerns were expressed in the General Question section of the survey. This input is very valuable in our efforts to continue to provide the best injury prevention program in the country. The Foundation will take all into consideration and do its best to make decisions that will benefit the THINK FIRST organization as a whole.

Web Site Under Construction

The THINK FIRST Foundation's Web site is getting a facelift. Watch for updates and upgrades. Many of the existing pages will remain, although current information and statistics will be refreshed. New features to be added are streaming video clips of *On the Edge*, *Street Smart* and the Jim McMahon public service announcement, as well as product descriptions and order forms. The site will include a summary of the efficacy study completed in Oregon. Web site links also are being updated. Back issues

of *Prevention Pages* will be available on the Web site, as well.

Chapter directors will continue to have access to a password-protected site for pertinent information, director addresses, *Chapter News Network* and communication exchange. The password remains the same. Changes of address and chapter personnel will be made as they are received and confirmed by the national office. If you have any questions, please feel free to contact us.

World Wide Web Health Award

The THINK FIRST Foundation Web site recently won an Award of Merit from the World Wide Web Health Awards, an electronic health awards program organized by the Health Information Resource Center. The program's goal is "to recognize the world's best health information published on the Internet." The nearly 300 entries submitted for the

Spring 1999 awards program were reviewed by a panel of 34 judges comprised of international health information and Internet experts. This award entitles the THINK FIRST Foundation to post the winner's logo on its Web site. The THINK FIRST Web site is posted — with site link — on the www.healthawards.com Web site.

11th Annual Chapter Directors' Workshop

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she owns and operates The Community Nonviolence Resource Center in Birmingham, Alabama.

Dr. Levin spoke of the need for community action in dealing with youth violence and underscored the importance of violence prevention programs in schools.

Workshop participants deemed the two-day event a success, providing much positive feedback. The *Roundtable Discussions* received high praise, as worthwhile outlets for an exchange of ideas. In planning next year's Workshop, attention will be given to all suggestions and comments conveyed to the national office via the evaluation forms, made in person or by

phone or e-mail. Planning for next year's Workshop in San Francisco already is underway.

Special thanks are extended to the Workshop Steering Committee members who committed the time and effort necessary to make the event a success. The Workshop Steering Committee included Ann Burton, Donna Cavanaugh, Diane Cantella, Tara Dortch and Molly Terrano. The national office staff would like to thank all Workshop participants for attending. Don't forget to mark your calendar for the 12th Annual Chapter Directors' Workshop to be held in San Francisco, CA, April 9-10, 2000.

Chairman's Message

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those options.

New fund raising avenues also have presented themselves to us, as the Foundation pursues active relationships with corporate foundations such as Ronald McDonald House Charities, American Legion Child Welfare and Medtronic. We are optimistic about the level of support we have received in the past and the level we can expect in the future.

Finally, there is you, our supporters and colleagues in injury prevention. We depend on you every day to continue spreading our message of "using your mind to protect your

body." You volunteer your time, your energy and your passion to educate children, teens and adults, alike, about the dangers of preventable injury. And your efforts are paying off. Thank you for what you do.

During the next year-and-a-half, I encourage you to let us know what we can do to help you be more successful in carrying out the Foundation's mission. Send us an e-mail message at thinkfirst@aans.org or phone us at 800-THINK-56. We'd love to hear from you. And don't forget to visit our recently revised web site at www.thinkfirst.org to stay current on our programs and other issues.



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11th Annual Chapter Directors' Workshop

THINK FIRST's 11th Annual Chapter Directors' Workshop was held April 25-26, 1999, in New Orleans, Louisiana. Chapter directors from all across the United States, as well as Canada, Mexico and Singapore, participated in the two-day event.



New Orleans Workshop participants closely follow an afternoon presentation.

Chairman Jeffrey M. Lobosky, MD, welcomed all and introduced keynote speaker Dr. Jaleel Abdul-Adil, Assistant Professor of Clinical Psychology at the University of Illinois at Chicago. Dr. Abdul-Adil, well known for his experience in clinical casework involving individual and family therapy and applying peer support dynamics, shared his experiences with urban youth and highlighted the importance of actively "making a difference" in people's lives. He urged continued focus on conflict resolution and violence prevention across the country, despite the challenges. He applauded the worthwhile prevention efforts of THINK FIRST programs and reiterated the THINK FIRST slogan to "use your mind to save your body." Dr. Abdul-Adil's address was well-received and highly rated by Workshop participants.

The first panel, *THINK FIRST For KIDS: Application and Implementation Across the Country*, was moderated by Donna Cavanaugh, Foundation Board member and Ark-La-Tex chapter director. Chapter directors Dorothy Zirkle and Michelle Gibler, as well as Dian Levy, Marketing Coordinator for the Ithaca (NY) Chapter, served on the panel and outlined the successes and challenges of their respective program's efforts to implement THINK FIRST For KIDS.

THINK FIRST For TEENS: Keeping the Message Alive and Fun! was moderated by chapter director Molly Terrano and featured chapter directors Tara Dortch and K Keener, as well as Suzanne Wilson, assistant coordinator/speaker for the Ark-La-Tex chapter. Each panelist discussed presentation ideas, media tips and techniques used to promote the THINK FIRST For TEENS program.

The *Vehicular Safety Panel*, moderated by chapter director and THINK FIRST Board member Ann Burton, featured various presentations about national vehicle injury prevention efforts that have local applications. Joel Bolton, Lake Charles Police Department, discussed proper usage of child safety seats. David Kelly, Air Bag Safety Coalition, raised air bag safety concerns and how to deal with them. Darrel Droblich, National Sleep Foundation, addressed drowsy driver issues. Stephanie Faul, AAA Foundation, explained AAA's Driver ZED program, and Janice Hartwell-Miller, National Highway Traffic Safety Administration, highlighted and encouraged support for the U.S. Department of Transportation's current BUCKLE UP AMERICA campaign, *Operation ABC Mobilization: America Buckles Up Children*.

The first day's sessions concluded with the *Media Panel*, moderated by National Program Coordinator Deb Johnson. Panelists included Jerry Levin, co-



Workshop attendees (left to right) Lisa Ebert (Wisconsin), Jaimie Simon (Oregon) and Gary Kesling (Texas) enjoy a light moment during the morning session.



Dr. Caron facilitates the Research Updates Roundtable Discussion.

owner of The Community Nonviolence Resource Center and former CNN Bureau Chief; Bob Shepard, University of Alabama Media Specialist; and Fran Inman, Foundation Board member and Vice President of Majestic Realty Co., Las Vegas, NV. Panelists offered extensive information relevant to media relations, training and coverage.

Dr. Michael J. Caron, THINK FIRST Medical Director, opened day two with the *Medical Director's Update*. During his presentation, Dr. Caron described the status of the Foundation's program initiatives, including Restructuring goals, efficacy and the THINK FIRST For TEENS and THINK FIRST For KIDS Task Forces. Next up was the session titled *Roundtable Discussions*. These included the following: *Hi-Tech Equipment*, presented by Kristine Harper; *State Chapter Questions*, facilitated by Sherry Owens; *Research Update*, led by Dr. Caron; *Getting Started*, presented by Lucy Ranus; and *Fundraising*, with National Office Fundraising Consultant Pam Lungmus. The interactive nature and expertise of the facilitators contributed to substantive and informative discussion for all participants.

Chief Executive Officer Fred Grubbe delivered the *National Office Update*. He presented the Foundation's short- and long-term goals, as well as the status of several on-going projects. At the conclusion of his address, Mr. Grubbe then moderated the *International Report*, as presented by Dr. Roberto De Leo with Piensa Primero of Mexico and Dr. Chris Ekong with Think! First of Canada. Each doctor described his program's successes, demonstrating that the injury prevention mission

transcends all international boundaries and cultures. The Workshop finale, the *Violence Panel*, brought together a tremendous group of knowledgeable experts experienced in violence prevention and conflict resolution. Their timely messages resonated with Workshop participants. Miami, FL, chapter director Mimi Sutherland presented, in thorough detail — complete with props and visual effects — the recently named THINK FIRST Family Gun Safety Program. Joe Sudbay, Director of State Legislation and Public Outreach at Handgun Control, Inc., addressed the status of Child Access Prevention laws that require guns present in the home be safely secured. Dr. Michael Turner, Foundation Board member, gave an insightful presentation on troubling issues surrounding Shaken Baby Syndrome. The final presenter was Dr. Sis Levin, an internationally renowned expert in the field of conflict resolution and peace studies. Along with her husband, Jerry,



Dr. Lobosky discusses THINK FIRST ideas with Ark-La-Tex VIPs Jamie Parkinson (left) and Suzanne Wilson (right).

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Indy Race Car Drive Latest National Spokesperson

The THINK FIRST Foundation is pleased to welcome Indy Racing League driver Robby McGehee as our newest national spokesperson. McGehee, 26, will help publicize the Foundation's mission and programs, as well as raise money, in each of the cities where the Indy Racing League competes. McGehee became the talk of this year's Indianapolis 500 when he finished 5th and was named the Indy 500 Rookie of the Year.

"We hosted the Indianapolis THINK FIRST chapter at our garage on Family Day at the Indianapolis Motor Speedway, and it was a natural fit for my interest to do charity work that benefits kids and raises awareness for children's safety issues," said McGehee. "Then, when my Crew Chief, Steve Fried, suffered an internal brain injury in a pit accident during the Indy 500," he continued, "it really became a priority for me to focus on the prevention of brain and spinal cord injuries in my charity work."

Mr. Fried, thankfully, is doing much better and was discharged from the hospital last month. He presently is recovering from his injuries in Indianapolis.

"We are delighted to have a young man of Robby McGehee's stature and ability join us as a volunteer and spokesperson," said Jeffrey M. Lobosky, MD, THINK FIRST Chairman. "There can be no better example for helmet safety than a racecar driver. Robby is in a unique position to play a vital role in our efforts to educate people of all ages about the prevention of brain and spinal cord injuries," he

added.

Another exciting development in working with McGehee and the Energizer Motorsports Race Team is the THINK FIRST logo being added to their racecar.

"As part of our work with THINK FIRST, and to raise awareness, we are putting a THINK FIRST decal on our Energizer Advanced Formula car," said McGehee. "We look forward to working with the THINK FIRST Foundation nationwide. Our emphasis is that kids, teens and young adults can live vibrant, exciting lives if they just take the time to THINK FIRST about safety and injury prevention. Remember," he added, "safety takes a second — and lasts a lifetime."

For more information about Robby McGehee, Energizer Motorsports and their relationship with THINK FIRST, please check out our updated web site at www.thinkfirst.org.

