

PREVENTIONpages

A Publication of Think First National Injury Prevention Foundation



A Message from Chairperson of the Board of Directors, Michael J. Caron, M.D.

**Thank you,
and Farewell to
Bill Biebuyck**

The Executive Committee of Think First National Injury Prevention Foundation accepted the resignation of William "Bill" A. Biebuyck, Chief Executive Officer, at their July 13, 2002 meeting. The acceptance was with mixed emotions because we will miss his service to the organization, yet we realize he is taking a step to be closer to his family in Michigan, and to return to the roots of his professional career.

Bill joined Think First Foundation in September 1999. The Foundation was in a transition period at the time, and he administered many changes and the completion of several key program initiatives during his tenure.

The selection of Mr. Biebuyck (pronounced *bee-buck*), as he usually wrote in his correspondence, marked the first major change. Bill served both as the chief administrator of the national office and as the lead foundation fund

raising person, the first time in the history of the foundation that the two positions were combined. His first administrative task was to guide the relocation of the National Office from the original home in Park Ridge at the Headquarters of the American Association of Neurological Surgeons (AANS) to the current office at the AANS in Rolling Meadows, Illinois. A complex task, not only geographically, but also due to the conversion of all computer systems. This included establishment of unique accounting and fund raising records separate from that of the former AANS shared computer systems. The relocation was flawless.

The headquarters of Think First National Injury Prevention Foundation has the responsibility to develop and make available the program curriculum for over 200 local chapters. Several program changes were delivered to the Chapters under Bill's supervision. A revision to Think First for Kids teaching materials; update of the teens video; a new teens' CD-ROM Power Point slide presentation; and preliminary planning of the intermediate program for

Continued on page 6

New Feature: Safety & Injury Prevention Tips

In the last issue of *Prevention Pages*, we gave ourselves a good scolding for omitting, until that issue, what surely should have been an obvious feature of importance and interest to our readers – the Board Member Spotlight. Well...bring out that wet noodle one more time – it seems that we need 50 more lashes. 1! 2! 3!...

But wait, you say, Prevention Pages is an evolving publication – we don't expect perfection immediately, eventually works, too. Thanks for trying to reason with us, but this one is just too obvious to go unpunished. ...48! 49! 50!

Think First prides itself on promoting safety and providing injury prevention education. Our chapter network is filled with health professionals and injury prevention experts. *Prevention Pages*

is circulated widely. *Duh...why don't we include a feature promoting safety and providing injury prevention tips authored by Think First Chapter personnel?*

For our first article, we look to **Think First State Chapter Director Julie Philbrook, RN, MA (Minneapolis, MN)** who contributed the article on safe pedestrian skills for children, found on page 5.

Look for more safety and injury prevention tips in all future issues of *Prevention Pages*. **Think First Chapter personnel are a wealth of knowledge and expertise** on injury prevention education issues, and all of them are caring and committed to spreading the word. We look forward to learning from them and **practicing what they preach.**

2002 Calendar of Events Conferences Meetings

September 1-7
National Childhood Injury
Prevention Week
The As Safe As Possible
Campaign

September 15-21
National Rehabilitation Week
National Rehabilitation
Awareness Foundation

September 16
Caron Charity Classic
Golf Tournament
Northfield, IL

September 22
CNS/Think First Golf Outing
Rancocas Golf Club
Willingboro, NJ

September 21-26
CNS Annual Meeting
Think First Committee &
Board Meetings
Philadelphia, PA

September 23-25
California Conference on
Childhood Injury Control
Sacramento, CA

September 26-27
Childhood Injury Prevention
Conference-Teens on the Road
San Antonio, TX

September 30-October 4
Walk A Child to School Week
National Safety Council

October
Brain Injury Awareness Month
Brain Injury Association
of America

October 7
Child Health Day
U.S. Dept of Health &
Human Services

*For additional information,
contact the Think First
National Office.*

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



Dani and Mike Utley

Special Events Update

The **2nd Annual Think First Cloister Classic**, a sporting clays fundraiser, held on April 18-21, 2002, was honored to have former Detroit Lion, **Mike Utley**, and his wife, **Dani**, in attendance. Mike sustained a fracture of the 6th & 7th cervical vertebrae in a November 1991 game against the Rams. Today, Mike is nearly 100% self sufficient, the result of a **courageous, fighting spirit and countless hours of therapy**.

Through the **Mike Utley Foundation**, www.mikeutley.org, Mike and Dani are committed to finding a cure for paralysis through support of selected research, rehabilitation, and education programs. Mike has spoken to the Think First Washington Chapter in the past, and has also written a book, *Against All Odds*, explaining spinal cord injuries to children.

On the final evening of the event, Mike shared his story with the attendees, a **Thumbs Up Profile**

in **Courage** that energized and inspired. Thanks, Mike and Dani, and here's a big ole Think First Thumbs Up just for you!



Special event fundraising and friend raising continues throughout the summer and fall with two golf tournaments scheduled. The **2nd Annual Caron Charity Classic**, sponsored by Michael Caron, MD, Chairman of the Think First Board of Directors, and his wife, Theresa Caron, EdD, will tee off on Monday, September 16, 2002 at Sunset Ridge Country Club, Northfield, Illinois. **Former Chicago Bear Jim McMahon** will host the Awards Dinner at his new restaurant. Registration will soon be available via the Think First web site. Registration for the **3rd Annual CNS/Think First Golf Outing**, scheduled for Sunday, September 22, in Willingboro, New Jersey, is available now. Don't delay, register today at www.thinkfirst.org.

Donor Spotlight: *Alcoa* foundation

The development of the Think First for Youth program (4th-6th graders) was given a tremendous boost via a generous gift from **Alcoa Foundation**. Through their *Safe and Healthy Children and Families* funding initiative, a \$50,000 grant was recently awarded to Think First for this purpose.

Established in 1952, Alcoa Foundation is a global resource that actively invests in improving the quality of life in more than 25 countries around the world where Alcoa operates. In addition to community grants addressing local needs, the Foundation provides global grants focusing on Areas of Excellence, including: Conservation and Sustainability; Safe and Healthy Children and Families; Global Education in Science, Engineering, Technology

and Business; Business and Community Partnerships; and Skills Today for Tomorrow. (For more information about Alcoa Foundation, visit www.alcoa.com and click on "Community").

According to Kathleen Buechel, President of Alcoa Foundation, the Think First for Youth program complements a targeted Area of Excellence for the Foundation. This **Area of Excellence** was developed to ensure that children and their families have the tools, the knowledge, and the services to remain healthy and safe at home, in the community, and in the workplace.

Thank you, Alcoa Foundation, and welcome to the Think First injury prevention education effort.

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



American Association of Neurological Surgeons



Especially For You, Neurosurgeons

As founders of Think First, neurosurgeons are in a very **visible, responsible, credible, and influential position** to:

- **Encourage** the continued support of injury prevention education programs
- **Enhance** the reputation of and advance the profession of neurosurgery

To assist in meeting these goals, the Think First national office is pleased to make available two publications for placement and distribution in your offices, *Prevention Pages*, and a **new**

brochure, promoting the Think First programs and neurosurgery's support of injury prevention education.

To request a supply of these publications, please notify the national office via:

- E-mail at thinkfirst@thinkfirst.org
- Fax at (847) 290-9005

Please note "*Prevention Pages*" and/or "*Brochure*" in the subject line, and provide your name, address, and the number requested.

National SAFE KIDS Week: An Update

As a partner in the National SAFE KIDS Week observance May 4-11, 2002, Think First State Chapter Directors and Board Members, Michelle Gibler (Missouri) and Dorothy Zirkle, (California), accompanied by Bill Biebuyck, Think First CEO, attended the kick-off news conference in Washington, D.C. on May 2, 2002. At that news conference, new research unveiled by the National SAFE KIDS campaign found that **nearly 51% of children, ages 10 to 14, who suffered a serious bike injury were diagnosed with traumatic brain injury.**¹ The study reinforced the theme of the week long observance- Use Your Head-Wear A Helmet, an observance

that saw many Think First Chapters schedule events and activities in support of the theme in local communities across the country.

The study also **reinforced a long time Think First program presentation practice** – the use of VIP's (Voices for Injury Prevention) as messengers of injury prevention education. When asked **what would it take to get kids to wear helmets? – the majority (54%) said that knowing someone who was badly hurt while not wearing a helmet would convince them to wear one on every ride.**¹

¹ A National Study of Traumatic Brain Injury and Wheel Related Sports; May 2002; National SAFE KIDS Campaign



Dorothy Zirkle with
C. Everett Koop, MD;
National SAFE KIDS Week
Chairman

Chapter Spotlight: Baptist Memorial (Memphis)

Think First at Baptist Memorial Health Care-Memphis illustrates the strength that results from the combined resources of chapters and communities.

Established 16 years ago, this chapter visits 180 schools per year, and has presented **394 programs this year, impacting 33,000 people** via Safety Rodeos, Bus Safety Initiatives, Health & Safety Fairs, March of Dimes Walk, and Helmet Nights at sporting events.

The Chapter is responsible for metropolitan, suburban, and rural areas in a service area of Western Tennessee, Eastern Arkansas, and Northern Mississippi. So, just how many Think First chapter personnel are there in Memphis? *One – That's right, one.* **Think First State Chapter Director, Diane Bell, MS,** handles every aspect of the Think First programs in this area. *How does she do it?* **Multiple community partnerships** with

such organizations as YMCA Collierville, All-State Insurance, Safe Kids Coalition, TBI Services at the Med, Project B.R.A.I.N., Memphis Inter-faith Association, **6 volunteer VIP's,** and financial and logistical support from the **Baptist Memorial Health Care Foundation.** Diane is especially appreciative of the support and encouragement she receives from Steven Reynolds, President and CEO of Baptist Memorial Health Care Corporation, Clarence Watridge, MD, and her current physician sponsor, Shelly Timmons, MD.

Before you go thinking that Diane is over-worked *and* under appreciated, you should know that she has recently been selected as one of **50 Women Who Make a Difference** by the readers of *Memphis Woman* magazine. Diane was profiled in a recent issue and will be recognized at an Awards Dinner on August 20.

ThinkFirst!
For Kids

ThinkFirst!
For Teens

Think First for Kids: Stimulating and Effective

The California Healthy Kids Resource Center, under the direction of the California Department of Education, has **approved and adopted the Think First for Kids curriculum as a stimulating and effective health education program.**

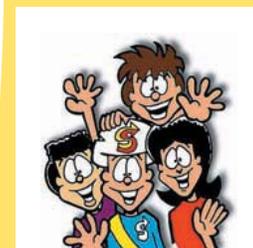
The Resource Center recognizes “research validated” programs - those that have been empirically demonstrated as having a **positive impact on students' health-related behaviors** in one or more studies, published in peer-reviewed journals

The curriculum will be featured and promoted to educators throughout the state of California as an **accurate and sound program on health issues.** The Resource Center will also maintain copies of

the instructional materials for free loan anywhere in California as a way to **promote the delivery of injury prevention education in the schools** by Think First chapter personnel.

In announcing the approval, Deborah Woods, PhD, Director of the California Healthy Kids Resource Center, applauded the work of **Sharp HealthCare, Think First San Diego, and Think First National Injury Prevention Foundation.**

The curriculum will next be submitted to the United States Department of Education and the Department of Health Services for national review.



Injury Prevention: Tools for Success



(left to right) Norma Oteham; Think First National Spokesperson Robby McGehee, Indy Racing League; Paula Bloom (LA)

And Success was had, in a BIG WAY at the 14th Annual Think First Chapter Workshop in CHI-CA-GO...our kind of town. **One hundred and one (101) of the brightest and best Think First Chapter personnel** assembled in early April 2002 – all focused on improving the effectiveness of our message to young people.

The Workshop had it all – *motivational speakers, how to speakers, the debut of new program upgrades, recognition, goal setting, and yes, even Frank Sinatra* whose recording of *My Kind of Town* got things started on a upbeat note.

Congratulations to the **Think First Ark-La-Tex Chapter (based in Shreveport, LA)** on their selection as **Chapter of the Year**. Now in their 6th year of operation, the chapter is led by State Chapter Director, Donna Cavanaugh; Assistant Coordinator Paula Bloom; and Program Assistant, Kim Harper. Not to be outdone by his wife, Donna, Think First Board Member, **David Cavanaugh, M.D.** was honored as **Neurosurgeon of the Year** for his work with the Ark-La-Tex Chapter. **Penny Lorenz-Bailey (MO)** was selected as **VIP of the Year**, with **Michelle Gibler's Missouri effort as State Chapter of the Year**.

The **Think First for Teens Task Force**, led by State Chapter Director Debby Gerhardstein (IL) concluded many months of hard work by **debuting the Teens upgrade**. The presentation is available on CD and standard slide formats, both

of which were distributed to every Chapter Director for immediate use. A special thanks to **Gamma Photo Labs (Chicago)** and **The Maude Group (Glen Ellyn, IL)** for their donation of in kind services which allowed timely completion and distribution of the project.

Thirty-three chapter personnel participated in special training classes, most of whom were existing chapters, hoping to refresh their knowledge, but some represented recently established chapters. Congratulations to these **brand new Think First chapters: Alma, Michigan** - Chapter Director Jane Brown; **Clarkston, Michigan** - Chapter Director Antoinette Kreager; **Kyle, Texas** - Chapter Director Lauren Brandt.

The **re-design of the Think First web site** as an interactive program component was set as a priority for the coming year. A special e-mail account has been established for receiving input on design and content. Let us hear from you at webproject@thinkfirst.org.

The Workshop was planned and organized by the State Chapter Director SubCommittee, who are already hard at work on the **2003 Workshop**, scheduled for **San Diego, April 26-28, 2003**.



Street Smart was there too!



VIP of the Year, Penny Lorenz-Bailey with Michael Turner, M.D., Think First Medical Director.

Board Member Spotlight: Andy Sherwood (and Di, too)

Élan – a noun denoting flair, style, elegance, dash, and yes, a little flamboyance (**check out those pants in our photo**) - all of these, and then some, describe Board Member Andy Sherwood.

Andy joined the Think First Board of Directors in 1999, encouraged by his good friend and Think First Board Member, Lee Larson, who recognized that Andy's **contacts and his generosity of spirit** were well suited to Think First. Since that time, Andy's circle of friends have become our own through his efforts in **organizing the Think First Cloister Classic**, a sporting clays fundraiser for Think First. Assisting Andy with that event each year is Di, the perfect counterpart to all that is Andy, and also known as Andy's *long suffering* wife. The Sherwoods are stereotypical *never met a stranger* personalities, and define **warmth and graciousness** to all with whom they come into contact.

Andy is the President of **Goodrich & Sherwood Associates**, a global management consulting/human resources services firm, based in New York.

Andy and Di are very family oriented, the proud grandparents of Hailey, Spencer, and David, complements of daughters, Whitney, son-in-law, Brad, daughter, Kristen, and son-in-law, David. It is this relationship that Andy most often refers to as the inspiration for his enthusiasm and support for Think First. And *that management consulting/human resources background we mentioned?* His firm's tag line is **The Power of People**, a concept that also guides Andy in his Think First Board membership. He believes strongly that **people everywhere can and should talk about the issue of unintentional injuries, and do something about preventing them**. *Traumatic injuries have an impact on all of us at some point in our lives...When it happens to the very young, it is especially heartbreaking.*



(left to right) Whitney, Andy, Andy's mother, Doris, Di and Brad

Pedestrian Safety: Walk to School Day

Data from the National Highway Traffic Safety Administration shows that **one-fourth of children between the ages of 5 and 9 who were killed in traffic crashes in 1998 were pedestrians.** Children in this age group have not developed the skills and experience to navigate traffic safely and judge speed and distance. Therefore, it is important to **teach and practice safe pedestrian skills with our children** as well as **provide responsible adult supervision as they travel to and from school.**

An upcoming observance provides the perfect opportunity – October 2, 2002 is **Walk to School Day**, sponsored by the Partnership for a Walkable America.

In 1997, the Partnership for a Walkable America sponsored the first National Walk Our Children to School Day in Chicago. Back then, it was simply a day to bring community leaders and children together to make a community more walkable. By the year 2001, children, parents, teachers and community leaders in 49 states joined nearly 3 million walkers around the world to celebrate the second annual International Walk to School Day.

Walk to School Day events are aimed at bringing forth permanent change to encourage a more walkable America - one community at a time.

Safe Ride News has a tip sheet called *Safe Walking: Protecting Young Pedestrians*. They suggest the following:

- Help children find a safe place to play
- Make sure an adult or teenager are with children under age 9 or 10
- Do not allow younger children to go places unsupervised
- Teach children how to correctly cross the street – and model this behavior yourself
- Dress children in bright colors
- Adults should always be looking for children and slow down while driving

To obtain information on how to organize your own “Walk to School Day” go to www.walk-to-school-usa.org.

For additional pedestrian safety information, check out these web sites:

www.saferidenews.com
www.walkinginfo.org
www.nhtsa.dot.gov/people/injury
www.keepkidsalive.com

Submitted by:
Julie Philbrook, RN, MA
THINK FIRST State Chapter Director
Minneapolis, MN

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.

VIP's: Voices for Injury Prevention

Dynamic and persuasive **Voices for Injury Prevention** education have been an important and effective component of the Think First for Teens presentations for many years. We are proud to recognize two of those voices in this issue.

Engaged initially by **Franky Guerrero's** energy and contagious smile, young people are quickly drawn in by the *rest* of his story. In February 1993, at the age of 17, he sustained a spinal cord injury as a result of a gang-related gunshot. A self described risk taker before his injury, Franky works with Think First because *I want to help others by sharing my experience.* Franky has been with the **Sharp on Survival Think First Team in San Diego** for 4 years as a full time VIP and administrative assistant. He is currently attending school to become a counselor for youth at risk.

VIP **Darcy Keith** (Indianapolis, IN) sustained a traumatic brain injury in 1991 as a result of a car crash. A college student at the time, she lost all memory of her mathematics related major. When she returned to college three months after the incident, she changed majors and graduated Ball State University in 1993 with a degree in insurance.

Today, Darcy is a commercial insurance underwriter, but since 1994, regularly sets aside vacation days for presentations in schools. *Turning Quicksand Into Solid Ground* is one of her presentation themes. Darcy has certainly *been there, done that.* She states that her motivation comes from a *desire to help others understand brain injuries and how survivors are treated.* Darcy credits **husband Chris as her biggest supporter** and notes that he has also been a tremendous source of support, feedback, and encouragement to the Indianapolis Think First team.



Think First VIP's – (left to right) Franky Guerrero; Darcy Keith with husband Chris.

A Message from Chairperson Caron - continued

grades 4-7 were all completed. The ongoing conversion to the current and extremely productive State Chapter based communication network is yet another example of the evolution. In an effort to expand the scope of our prevention message, beyond only brain and spinal cord injuries, and make the mission more obvious on introduction to new contacts, Think First Foundation was renamed "Think First National Injury Prevention Foundation." This involved a new color scheme, logo, and a complete redesign of these Prevention Pages. The Foundation was obviously dynamic during this period.

Bill Biebuyck humbly admitted he was not a one-man show in all of the progress the Foundation has made. By the Board of Directors design, creation of the State Chapter Directors network, expansion of the Board membership, and strategic additions to all of the Foundation Committees has been essential. From the input given by individual chapters up through the committees at the national office, the Foundation is viable because of dedication to the injury prevention mission by hundreds of individuals. At the National Office, Bill worked closely with Program Coordinator, Deb Johnson (prior to her departure in 2001); Judy Prim, Program Assistant; and Lois Murphy, administrative assistant and colleague of Bill's from a former position he held in Florida. Bill's "Team Prevention" provided the necessary final coordination of all foundation activities. Thanks to the "Team."

It is obvious to anyone who works with Bill that he has a passion for helping children. His new

position is as Chief Development Officer/VP with Starr Commonwealth in Michigan, soon to be celebrating their 90th year as a residential treatment program for youth and families. This position brings Bill's career path full circle both geographically and operationally. His first position after graduation from Alma College in Michigan was Supervisor of Operations, Camp Oakland Youth Programs, Inc., Oxford, Michigan, serving abused, neglected, and delinquent youth.

For an executive level professional, it is relatively easy to sail a ship through calm waters. It is a daunting responsibility to lead an organization through a dynamic period of evolution and improvement, particularly in an era of national economic instability and global human unrest. It is equally as difficult to balance career and family. Many are unaware that Bill worked in Chicago, while his family resided in Michigan. Yes, emotions are mixed. Think First will miss Bill; however, there is comfort in knowing he will be closer to wife Rose, and most of their children, Tera, Tori, Bill III, Brett, Eric, and Scott, their spouses, and his grandson, Aidan.

On behalf of the entire Foundation, I commend Mr. William "Bill" A. Biebuyck for his dedication to our mission, and thank him for his efforts during his tenure.

Michael J. Caron, M.D.
Chairperson
Board of Directors
July 19, 2002



Andy Sherwood (left) and Michael J. Caron, M.D. (right)



Bill Biebuyck



April 2002 Chapter Workshop Awards – Well Deserved Recognition (see article on page 4) back, left to right: Paula Bloom (Chapter of the Year, Ark-La-Tex); Mike Dawson (Springfield, MO); Chad Burton (Columbia, MO); Michelle Gibler (Columbia, MO); Judy Dawson (Springfield, MO); Jennifer Blair (Columbia, MO); Megan Jewsbury (Columbia, MO); representing State Chapter of the Year; front, left to right: Kim Harper (Chapter of the Year, Ark-La-Tex); Penny Lorenz-Bailey (VIP of the Year).



A Farewell Message from Bill Biebuyck

On August 9, 2002, I will end an enjoyable three-year affiliation with Think First as Chief Executive Officer. I have accepted a new challenge with a childcare organization in

Michigan that will allow me to be closer to my home and family.

Think First is an *outstanding* organization with an *important & effective message*, and I encourage you to insure that it is heard by even more young people every year.

- To the Board of Directors - continue to *challenge yourselves & others*

Lead by example and continue to create an atmosphere that fosters success

- To neurosurgery - use your *collective influence* – *there is safety in numbers*

A unique and enviable partnership exists between Think First and neurosurgery. Let's continue to bring out the best in each other.

- To chapter personnel - the *most valuable asset* of Think First - *you are making a*

difference, and I admire your persistence and creativity in delivery of our message

- To individual donors, corporations, and foundations – thank you for funding our efforts, for the first time, and on an on-going basis

And, finally, special thanks to:

- Board Chairman, Michael Caron, MD for his leadership
- Judy Prim, National Office Program Assistant, for her dedication
- AANS staff, too numerous to mention here, but especially Cathy Hamma and Tom Marshall
- Lee and Peter Larson for *always* being there
- Lois Murphy whose eloquent and entertaining style is experienced here for the last time as Editor of *Prevention Pages*.

My *best wishes* to Think First for continued success.

Bill Biebuyck
Chief Executive Officer
July 2002



Two Thorns Among the Roses – Chip Malcolm, Mike Utley, and the Ladies of the Think First Cloister Classic.

Think First FAST FACTS

Int'l Chapters	7
State Chapters	23
Local Chapters	164
Satellites	62
Training Centers	23
States with the most Think First chapters:	
Michigan	22
California	18

Think First PROGRAM PARTICIPATION

2001:	1.2 million kids & teens
2003:	3 million kids & teens
Goal	
2005:	5 million kids & teens
Goal	
9.4 million kids & teens	educated since inception

Think First SAFE FOR LIFE

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



ThinkFirst

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