

PreventionPages

SUMMER 2010

A Publication of the ThinkFirst National Injury Prevention Foundation

CHAIRMAN'S MESSAGE

Mark R. Proctor, MD, Boston, MA

What does ThinkFirst mean to me? As the new Chairman of the Board, it is useful to reflect on what brought me into the organization. First and foremost was an interest in preventing injuries in children. As a pediatric neurosurgeon, I see all too often the devastating effect traumatic brain and spinal cord injury has on patients and families and I can think of no mission nobler than preventing these injuries. Second, ThinkFirst shares these goals, and is effective at preventing injuries. Walking into my first ThinkFirst board meeting, I discovered the passion and spirit of the organization was both palpable and contagious. The Board members, chapter directors, educators, VIPs and everyone involved in the organization are dedicated, injury prevention professionals, who believe deeply in ThinkFirst.

I have had a bit of a charmed experience as Chairman of the Board. Within 24 hours of assuming the reigns last October, I accepted the 2009 Distinguished Service Award of the Congress of Neurological Surgeons on behalf of ThinkFirst. Although I could delude myself into thinking I'm simply an incredibly effective leader and retire my position on top of my game, I'm sane enough to know that nothing could be further from the truth. This award reflects the hard work and dedication of hundreds of folks who preceded me; true leaders in neurosurgery with the inspiration to found an injury prevention foundation, and true heroes who have worked tirelessly for 24 years to make the organization succeed. I accepted the award because I was at the right place at the right time, but I could not be prouder of the Foundation and the efforts of all those before me that have led to this award.

What do I think I can bring to ThinkFirst? There are certainly many in the Foundation who understand injury prevention better than I do, and others who are experts in finance, business, politics and a host of

Pediatric neurosurgeon Mark R. Proctor, MD, assumed the role of Chairman of the Board of the ThinkFirst Foundation in 2009. In addition to his role as Associate Professor of Neurosurgery and his duties at Children's Hospital Boston, Harvard Medical School, Dr. Proctor serves as Chair of the Membership Committee of the Joint Section on Pediatric Neurosurgery of the AANS/CNS and Chair of the Education Committee of the American Society of Pediatric Neurosurgery. Dr. Proctor lives in Newton, Massachusetts with his wife, Charlotte McKee, and sons Max and Kenny.



other skills needed to lead a non-profit organization. So what is my vision? As a neurosurgeon, my goals are to strengthen the ties that ThinkFirst has with organized neurosurgery, and build on our relationships with industry. What I bring is the passion to make ThinkFirst the most recognized name in injury prevention in the country. We have a tremendous network of injury prevention chapters around the nation and the world, a loyal and effective executive director and Board, and I believe we are just steps away from greatness as we approach our 25th year.

I invite you to look inside this newsletter to see some of the exciting things going on with ThinkFirst. Moreover, I invite you to get involved. Come to a Board meeting, held in conjunction with the national neurosurgical meetings, and feel the enthusiasm of the Foundation. Start a chapter, and become actively involved with injury prevention in your region. If you don't have the ability to participate directly, support our organization and we'll do the work for you. ThinkFirst is one of the most efficient and transparent organizations I have seen, with all donations going directly toward injury prevention. Of all we do as neurosurgeons, parents and members of our communities, there is nothing more important than protecting our children, and we can do that by teaching them to always Think First!

Sincerely,
Mark R. Proctor, MD



This edition of Prevention Pages is brought to you by dedicated sponsoring physician David A. Cavanaugh, MD, Spine Institute of Louisiana.

Distinguished Service Award



Dr. Mark Proctor accepted the Congress of Neurological Surgeons (CNS) Distinguished Service Award on behalf of the ThinkFirst Foundation on October 26, 2009. Pictured in New Orleans following the presentation are Debby Gerhardstein, executive director, ThinkFirst, Russell Amundson, MD, past chairman, ThinkFirst, P. David Adelson, MD, then president, CNS, Richard Ellenbogen, MD, past president, CNS, and Mark Proctor, MD.

ThinkFirst
National Injury Prevention Foundation

2009 ThinkFirst National Injury Prevention Foundation Award Recipients

Physician Sponsor of the Year

Russell Amundson, MD
ThinkFirst Einstein
Albert Einstein Medical Center
Philadelphia, PA

VIP of the Year

Chad R. Thomas
ThinkFirst Iowa
Iowa Health System
Waterloo, IA

Chapter of the Year

ThinkFirst Central Ohio
Ohio State University Medical Center
Columbus, OH

State Chapter of the Year

ThinkFirst South Carolina
Medical University of South Carolina
Charleston, SC

Outstanding Newcomer

ThinkFirst McHenry County
McHenry County Mental Health Board
Crystal Lake, IL

Outstanding Community Involvement

ThinkFirst Vail Valley Medical Center
Vail, CO

Outstanding Partner

Christopher and Dana Reeve Foundation
Short Hills, NJ

ThinkFirst Recent Publications

Stevenson, Inc. Publication (2010).
Solid Steps to Get New Chapters off the Ground. The Membership Management Report, February 2010, 6(2).
www.stevensoninc.com.

2010 Non-Profit Guide. Chicago
StreetWise, January 13, 2010, 18(3).
www.streetwise.org.

JLOWE RACING PARTNERS WITH THINKFIRST TO PLANT TREES, RAISE FUNDS

Neurosurgeon Combines Injury Prevention with his Passion for Racing
Julie Philbrook, RN, MA, ThinkFirst Minnesota

JLowe Racing, Siemens GigasetVoices and Enviro Packaging Solutions have teamed up to launch a creative fundraising campaign to support the ThinkFirst Foundation. In January 2010, Dr. Jim Lowe, driver and owner of JLowe Racing, along with his teammates and sponsors, kicked off the campaign at the NASCAR GRAND-AM Rolex 24 race in Daytona, Florida.



Dr. Jim Lowe (right) with the JLowe Racing Team and crew

As a neurosurgeon, Dr. Lowe is passionate about injury prevention and enthusiastically supports the work of ThinkFirst. "We have a tremendous opportunity to raise money, create awareness for ThinkFirst, and improve our environment," said Lowe.

In return for each \$10 contribution, JLowe Racing is supplying the donor with a pine tree-planting kit and the remaining proceeds are directed to the ThinkFirst Foundation. "Go green" and support injury prevention today at www.gigasetvoices.com.

Follow the excitement on the track at www.jlowe-racing.com. On or off the track, remember to always drive safely and responsibly.

POUNDING THE PAVEMENT FOR INJURY PREVENTION

Join the ThinkFirst Race Team in the 2010 Bank of America Chicago Marathon
Michelle Parker, PNP, Boston, MA

If you are a runner or wheelchair racer, the Bank of America Chicago Marathon is the marathon of choice, for so many reasons. The marathon takes place along a beautiful, flat course with amazing scenery to enjoy throughout the run. The race starts in Grant Park with 45,000 people from around the globe, and takes you on a tour of Chicago, one of the world's most beautiful cities. Throughout the day you'll race with remarkable people through interesting neighborhoods, from Old Town to the Magnificent Mile. I'll never forget the renewed energy I received from the blessing and words of support from the Zion Baptist Church women near mile 19. So many great memories were made while I was pounding the pavement for injury prevention!

The number one reason to race with the ThinkFirst team is to raise awareness for injury prevention. Thanks to team founder, Holly Watson-Evans, this will be the fourth Chicago Marathon ThinkFirst has participated in. Over the past three years, Holly, Eric Berg, Trish Gaca, Christi Michel, Gail Rosseau, MD, Rick Rosseau, MD, and I have raced with the ThinkFirst team.

Each year, more than 1.4 million people in the United States sustain a brain or spinal cord injury. In fact, injury is the leading cause of death for children, teens and young adults. Most of these injuries can be prevented by making safe choices. ThinkFirst educational programs resonate with students, and our support can help raise awareness to increase the number of kids and teens who benefit from these programs.

Registered marathon runners and wheelchair racers can add meaning to their day by racing for a cause. **To join the ThinkFirst Race Team go to www.thinkfirst.org or call 1-800-THINK56.** ThinkFirst provides team support and incentives, and can assist you with developing a fundraising page. Ask us about post-close entries.

As with all sports, *the fans and supporters help build the excitement!* Join ThinkFirst staff and supporters in Chicago on race day, or support team members online by helping them reach their fundraising goals. **Donate at <http://www.active.com/donate/think1st>** - or contact ThinkFirst to learn how to start your own fundraising page - anyone can be a fundraiser and no minimum is required.

Join us in raising awareness for brain and spinal cord injury prevention.



The JLowe car features ThinkFirst on the spoiler

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Boston, MA

Past Chairperson

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Philadelphia, PA

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Monique Pineda
Huntington Beach, CA

Lucy Ranus, RN, BSN
Phoenix, AZ

Dale Spencer
Bartlett, IL

Chad Thomas
Waterloo, IA

David Uffer
Columbus, NJ



Christi Michel and Holly Watson-Evans run for ThinkFirst

CHAPTER TRAINING: MEETING THE DEMAND

Fundraising for Online Training Underway

Rita Cox, RN, BSN, Kalamazoo, MI

To improve access to chapter training, the ThinkFirst Foundation has set a goal to develop an online training program through a redesigned ThinkFirst website. The 2010 Chapter Training Fund has been established to help meet this goal, and we are asking for your help to make it happen!



Mark Proctor, MD took physicians attending chapter training on a tour of Harvard Medical School

New ThinkFirst Chapters July '09 – March '10

ThinkFirst Tucson
Tucson, AZ

ThinkFirst Southern California
Los Angeles, CA

ThinkFirst ONS Foundation
Greenwich, CT

DC - ThinkFirst
Washington, DC

ThinkFirst Children's
Healthcare of Atlanta
Atlanta, GA

ThinkFirst Hamilton
Medical Center
Dalton, GA

ThinkFirst Darlington County
DSN Board
Hartsville, SC

ThinkFirst Algeria
Algiers, Algeria

ThinkFirst Colombia
Arjona, Bolivar

ThinkFirst Guinea
Conakry, République de Guinée

ThinkFirst Nigeria
Zaria, Kaduna

ThinkFirst Senegal
Dakar, Senegal

For a full list of chapters go to
www.thinkfirst.org



Gabriella Amundson (seated, right), Monique Pineda (standing, center) with Anselmo Pineda, MD (left of center) and Russell Amundson (right of center) with physicians and friends of ThinkFirst Peru.

Chapter training is an integral part of chapter development and the delivery of injury prevention education to children and teens. To ensure program consistency, new ThinkFirst chapter directors are required to attend a one-day class presented by a designated ThinkFirst trainer. Topics in the 16-module training prepare directors to manage chapter operations, hire and train educators, and present and evaluate the three core ThinkFirst programs: ThinkFirst for Kids, ThinkFirst for Youth and ThinkFirst for Teens.

Training is currently available at 15 training sites, and at conferences attended by potential chapter directors, but not all new chapters have the resources to travel to these locations. The number of children benefitting from our injury prevention programs could greatly increase if chapters could access online training.

Physicians and health educators throughout the US and in over 30 countries who are currently trying to start chapters would greatly benefit from online training. Others have been able to attend trainings held in conjunction with international conferences, such as the August 2009 World Federation of Neurological Surgeons (WFNS) Meeting in Boston. This arrangement enabled physicians visiting from Algeria, Argentina, Colombia, Guinea, Nigeria, and Senegal to complete training on the day before their conference.

Please help us by supporting the 2010 Chapter Training Fund! A donation envelope is provided, or you may donate by phone at 1-800-THINK56 (84465-56) or through PayPal at www.thinkfirst.org.

FATHER-DAUGHTER TEAM PILOTS SIS IN PERU

Support International Safety (SIS)

Gabrielle Jean Amundson, Philadelphia, PA

This past summer my dad, Dr. Russell Amundson, and I traveled to the wonderful country of Peru. While there, I was privileged to meet Mrs. Monique Pineda, coordinator of ThinkFirst Peru. ThinkFirst Peru is under the sponsorship of the Neurosurgical Peruvian American Foundation and the guidance of ThinkFirst USA. Dr. Federico Valencia Lara, a retired neurosurgeon, is the President of ThinkFirst Peru. He has established programs in local schools, universities and other organizations across Peru so that safety will be ingrained in the Peruvian children's minds forever.

After walking the busy streets of Lima and the back roads of the countryside, I could see the need for safety. The hectic traffic patterns put us, and all Peruvians, at risk. The children of Peru especially need the ThinkFirst programs. First, there are no sidewalks and children are forced to walk on the sides of very busy, dangerous roads. Children also ride their bikes in the dark along the roads. They do not own reflective clothing and are not easily seen by vehicles.

During our trip, we found the Peru chapter was in need of ThinkFirst curricula and safety supplies. To help support ThinkFirst Peru, we combined efforts with the Pinedas, Philadelphia's Baldwin High School, and ThinkFirst Einstein of Philadelphia to develop a plan. We created Support International Safety (SIS), to accept donations to help supply children in Peru with reflective clothing and tape, essential safety supplies, and ThinkFirst curricula. We express our thanks to donors with "friendship bracelets" woven by local artisans in Peru.

My father, Dr. Amundson, the sponsoring physician for ThinkFirst Einstein, and I have partnered with college students from LaSalle University in Philadelphia to grow the SIS program for Peru. Members of LaSalle's SIFE club have adopted ThinkFirst Einstein and its SIS program as their entrepreneurial and community service project. Through combined efforts hundreds of dollars in donations have been raised for ThinkFirst Peru.

Many international chapters need assistance. We hope our SIS program serves as a model for other ThinkFirst chapters, as ThinkFirst's international chapter development continues to expand.

NEW INTERNATIONAL LOGO!

ThinkFirst
International Injury Prevention Foundation

The ThinkFirst Foundation is proud to introduce the addition of a new logo featuring the ThinkFirst International Injury Prevention Foundation. With a growing number of international chapters, the addition of this logo better reflects the expanding scope of the Foundation. ThinkFirst chapters in the United States are identified with the ThinkFirst National Injury Prevention Foundation by including the national name and logo on all program materials. International chapters will be identified in a similar manner using the international name and logo. Use of any ThinkFirst logo must be approved by the ThinkFirst Foundation.

To clarify:

- Legal organization name: 'ThinkFirst Foundation'
- ThinkFirst National Injury Prevention Foundation is the full, preferred name, in logo and written form, for use in the United States. This is known as a 'doing business as' name (DBA) that better describes the organization.
- ThinkFirst International Injury Prevention Foundation is preferred in logo and written form for international use
- Chapter names and logos identify each ThinkFirst chapter worldwide (i.e.: ThinkFirst Canada; ThinkFirst Iowa; ThinkFirst Shepherd Center). Chapter logos are used on chapter materials, with reference at the end, 'A chapter of the ThinkFirst (National or International) Injury Prevention Foundation, founded by America's neurosurgeons,' displaying the corresponding logo.

ThinkFirst: the leading name in injury prevention education worldwide!

ThinkFirst

National Injury Prevention Foundation

ThinkFirst Foundation
29W120 Butterfield Rd, Suite 105
Warrenville, IL 60555

www.thinkfirst.org

Founded by the
American Association
of Neurological Surgeons
and the Congress of
Neurological Surgeons



Jill Braselton of ThinkFirst Central DuPage Hospital, IL, partners with local companies to fit and distribute helmets to first graders who participate in ThinkFirst For Kids. Pictured: Abby McReynolds

MISSION

ThinkFirst: Leading injury prevention through education, research and policy

NEW THINKFIRST FOR TEENS DVD RELEASED

ThinkFirst Peer Educators Share Personal Stories to Help Teens Make Safe Choices

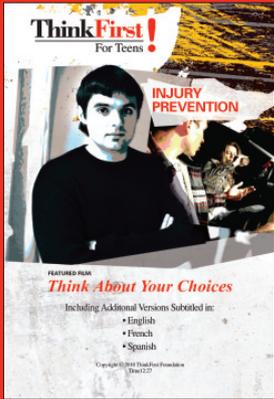
Michelle Gibler PhD, ThinkFirst Missouri

Think About Your Choices debuted in classrooms and auditoriums nationwide during the fall of 2009. The compelling new injury prevention film for teens features the gripping personal stories of 10 ThinkFirst Voices for Injury Prevention (VIP) speakers. Dale Spencer, lead producer explains, "From its first image all the way through to the final credits, this film sends a powerful message that resonates with teens."

For Spencer, who also serves as a ThinkFirst Board member and VIP speaker, producing the film held special meaning, as he explains, "The veracity of the testimonies and the willingness of the speakers to share their stories in an intimate and personal way truly touched my heart. The courage of these young men and women is second to none."

Students listening learn that injuries related to vehicle crashes, violence and sports can happen to anyone, and can change a person's life forever. Students also feel the sentiment of each person saying, "learn from me - injuries are preventable if you make safe choices." Funding for the film was provided by the Christopher and Dana Reeve Foundation and the Iowa Health System.

Working with the Iowa-based company ME&V, the production of the film was powered by the VIP Leadership Council, chapter personnel and ThinkFirst Foundation staff. *The Think About Your Choices* DVD includes subtitled versions in Spanish, French and English. Call 1-800-THINK56 or visit www.thinkfirst.org.



Search: ThinkFirstTV
See a preview of our new film!



Join our Facebook Group!
Search: ThinkFirst National Injury Prevention Foundation



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Pictured L-R: Bobby Fanny, Nick Cramer, Jack Ulvang, Kira Hudson, Tony Rivera, Jesse Gildea, Alexandria McDonald, Carlos Santos, Charlie Hane and Susan Crim.