

PREVENTIONpages

A Publication of Think First, National Injury Prevention Foundation

What's In A Name?

For a non-profit organization like the national office of Think First, it is a **clear understanding of who we are and what we do**, an understanding that was lacking in the name, Think First Foundation. So, what to do about it? Do we continue to explain ourselves when met with that blank stare? Yea, you know the one I am talking about. That stare that says "what is Think First Foundation?"...or do we incorporate that explanation into our name and enjoy **immediate comprehension of our name and purpose**, so very important in many of our public relations, marketing, and development opportunities.

The Think First Board of Directors carefully considered all options before formally approving a minor name revision and updated logo design at the April 2001 Board Meeting in Toronto. At that meeting, **Think First, National Injury Prevention Foundation** was adopted as the new name for the national office.

In related action, the Board also voted to:

- Discontinue use of Oscar, the Think First trademark
- Adopt new logotype in red and black
- Continue the use of Think First for Kids and Think First for Teens to describe our program curriculum, but with revised logos in red and black
- Continue the use of the tag line—think first, use your mind to protect your body

The most appealing aspect of this enhanced name are the options that it offers in use,

Prevention Pages New Features

Thank you! The positive feedback and words of encouragement received on the new design of Prevention Pages, which debuted in the Spring Issue, are so very much appreciated. You know how insecure and temperamental the psyche of writers can be, but you were kind to us, and it looks like the Muse has taken up permanent residence on our collective shoulders.

In this issue, we fulfill our promise to further refine Prevention Pages by including a new,

dependent upon the targeted audience and their familiarity with our programs, i.e., Think First; Think First, National Injury Prevention Foundation; or National Injury Prevention Foundation, and its programs, Think First for Kids and Think First for Teens.

The approved graphic standards for use by National Office and for the individual programs, appear at the conclusion of this article.

This new design will be phased in gradually, in the months ahead, and could take up to a year to be fully incorporated by the over 200 chapters of Think First. It is our belief that this minor change serves to retain existing name recognition, but at the same time, clarifies and enhances our mission, **at first glance**. A first glance is sometimes all we need to establish new friendships and funding opportunities.



Special thanks to Board Member Al Buscaino and Dwyer Design Group for design elements.

reoccurring feature. Check out Page 3 for the **Chapter Spotlight**.

Chapter Directors and Chapter operations are on the front lines of the injury prevention education effort, and it will be our pleasure to recognize their outstanding contributions in every issue.

We have also **expanded the Calendar of Events** to incorporate health, safety, and injury prevention activities, sponsored by other organizations, which may be of interest to our readers.

2001 Calendar of Events/Conferences/Meetings

July 16

Jim Mullen Foundation Golf Tournament Fundraiser Chicago, Illinois

August 12

Think First Board of Directors Executive Committee Meeting Chicago, IL

August 13

The Clubhouse Caron Charity Classic – Second Annual Golf Tournament Oak Brook, IL

September 5-7

15th Annual California Conference on Childhood Injury Control San Diego State University, San Diego, CA

September 29-October 1

Think First Committee and Board Meetings San Diego, CA

September 30

CNS/Think First Golf Outing San Diego, CA

October 2

Child Health Day U.S. Dept of Health/ Human Services

October 21-27

National School Bus Safety Week National School Transportation Association

December 3-5

Mobilizing for a SafeUSA Leadership Conference to Reduce Violence and Injury – CDC Atlanta, GA

For additional information, contact the Think First National Office.

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



Dr. Michael Caron shoots for safety at The Cloister Classic.



The Cloister Classic Awards Table

Special Events Update

The **1st Annual Think First Cloister Classic Shoot for Safety** was held over a 3 day period in April at The Cloister, Sea Island, Georgia. Under the guidance and direction of Board Member, Andy Sherwood, and his wife, Diane, 40 participants, many of whom were unacquainted with Think First or the sport of clays shooting, received a crash course in both. The emphasis was on new friendships, fun, safety, and injury prevention education. The Cloister was southern hospitality at its best, thanks to the efforts of owner, Bill Jones, III; Senior Vice President, Tom Wicky; Gun Club Manager, Bob Edwards; and a host of other accommodating Cloister employees. Planning for next year's event is already underway, with a date to be announced in the near future.

If you live in close proximity to the Chicago area, here's another fundraising event you will not want to miss; **The Clubhouse Caron Charity Classic**, a joint effort between Think First Board

Chairman, Michael Caron, M.D., his wife, Theresa Caron, Ed.D, and The Clubhouse Oakbrook, a local restaurant, is scheduled for **Monday, August 13**. The golf tournament will be held at Willow Crest Golf Course, Oak Brook Hills Resort, in **Oakbrook, Illinois** with the awards dinner at The Clubhouse. All proceeds will be used in support of injury prevention education. Register now at the Think First web site, www.thinkfirst.org.

The **2nd Annual CNS/Think First Celebrity Golf Outing** will take place in sunny **San Diego** on **Sunday, September 30** at The Riverwalk Golf Club. Held in conjunction with the CNS Annual Meeting, neurosurgeons, vendors, and other friends of Think First are encouraged to join us as we seek to surpass last year's effort – an effort that funded **injury prevention education for 13,000 kids**. Registration is also available for this event at the Think First web site, www.thinkfirst.org.

Donor Spotlight: Remembering Christopher Larson

As is often the case, personal tragedy is the catalyst for involvement in the injury prevention education efforts of Think First. Christopher Larson was only 22 years old in 1991 when a motorcycle accident cut short his life. His parents, Think First Board Member, Lee Larson, her husband, Peter, and their daughter, Dana, **honor his memory with their involvement in Think First** through its efforts **to prevent similar tragedies for others**.

The Larsons' energy and commitment to the Think First cause of injury prevention education has been generous, and demonstrated in a variety of ways – ways that always serve to inspire and encourage the involvement of others. In addition to Lee's Board membership, Peter

Larson has facilitated many gifts including **Compaq Computer, the Brunswick Corporation, and Arthur Andersen**. Lee, Peter, and Dana recently participated in the 1st Annual Think First Cloister Classic, where they sponsored two sporting clays teams. As we go to press, they have thought of yet another unique method to support Think First and motivate the support of others. The Larsons put forth The Larson Think First Neurosurgeon Challenge, matching all gifts received from neurosurgeons and Board Members, up to \$25,000, during the final weeks of the fiscal year; all true tributes to their son and brother. **Christopher Larson...an unforgettable young man...then, now, forever.**



Christopher Larson
1968-1991

Mr. Biebuyck Goes to Washington

And you thought it was Mr. Smith Goes to Washington. In this instance, it was Bill Biebuyck, Think First Chief Executive Officer, making that trip at the invitation of Congressman Bill Pascrell, Jr., Co-Chair of the **Congressional Brain Injury Task Force**. The Task Force is comprised of 32 Members of Congress who are **“seeking to raise awareness in Congress of this complex and under-appreciated injury.”** The presence of Think First CEO, Bill Biebuyck, and others was sought by the Congress as a reminder to congressional members that “American constituents need our help.”

At the kick-off briefing held on June 27 at the Capitol, presentations were made which

focused on research and rehabilitation, and also included an insider's perspective on coping with brain injury. **The importance of prevention was recognized throughout the Briefing, with Think First identified as a premiere prevention program.** The ultimate goal of the Task Force is to pass legislation which will **provide federal funding to assist those who have suffered traumatic brain injury, and facilitate research and education efforts.** Additional briefings are scheduled, and Think First will continue to be represented. Those wishing to learn more about the composition of the Task Force or the schedule of meetings are encouraged to contact the Think First National Office.





Partnering for Injury Prevention: Evaluation of a Curriculum-based Intervention Program

The results of a project to evaluate the impact of Think First for Kids were recently published in the Journal of Pediatric Nursing, and those results are encouraging. The Randomized Experimental Study was conducted among 2,465 students in two urban school districts in San Diego County, California. The participants showed diverse racial/ethnic representation with 52% white, 16% African American, 18% Hispanic, and 3% Asian. A pretest and posttest comparative design was used for the study, i.e., a control group who received no injury prevention intervention and a group chosen to receive the Think First for Kids program from trained educators. 1,977 kids had linked pretest/posttest scores. Reliability and validity testing of the pretest and posttest instruments were conducted by the Oregon Health Science University and the Oregon State Health Division.

The results? Intervention schools had a 19% to 23% improvement from pretest scores. Think First for Kids had its greatest impact on minority students—African American students in the intervention program improved their pretest scores by 31% and Hispanics by 25%.

And here's the bottom line...Raising a generation of children, schooled in injury prevention, can help achieve a considerable and sustainable injury reduction.

The Think First National Office acknowledges the work of Louise S. Gresham, PhD, MPH & Dorothy L. Zirkle, RN, MSN, along with Sidney Tolchin, MD, Clair Jones, MS, Azamouh Maroufi, MPH, John Miranda, Sharp HealthCare, & the W.B. Saunders Company in the completion & publication of the study. Special thanks to Sharp HealthCare for funding.

Reprint requests: Dorothy Zirkle, dorothy.zirkle@sharp.com, Sharp HealthCare, Grossmont Hospital, 5555 Grossmont Ctr Drive, La Mesa CA 91942.

Chapter Spotlight

Krisann Piazza, Program Director for the Erie County Chapter of Think First (Buffalo, New York), is a woman on a mission. "Our goal is to see no child injured...you can have a fun life without putting yourself in danger."

The Erie County Chapter of Think First was first established in 1991 by a local neurosurgeon's daughter. Krisann has been associated with the Erie County Think First program since the beginning, initially as a volunteer speaker, and as Program Director since 1996. During her tenure as Program Director, the Erie County Chapter of Think First has made 535 presentations to over 110,000 students, faculty, and other adults. The Think First family is not the only

organization to spotlight Krisann's dedication to injury prevention education. In March 2001, Krisann was the recipient of the Lifesaver's Award presented by the National Highway Traffic Safety Administration, recognizing her commitment to safer highways and prevention of needless injury. Krisann has a personal motivation too...she sustained a major cervical spinal cord injury in a 1980 pool accident.



Krisann Piazza and Kids

GAP Kids Program Development Update

Dr. Russell Amundson, a neurosurgeon Board Member from High Point, North Carolina has been appointed as Chair of the Gap Kids Task Force for development of the violence prevention and conflict resolution program for grades 4-6. The work of the Task Force was helped along considerably via a \$15,000 gift from the AANS/CNS Joint Section on Neurotrauma and Critical Care.

Dr. Amundson is currently assembling Task Force members and seeking input on the specific components of the new curriculum. An effort is also underway to partner with other organizations in curriculum development. The first meeting of the Task Force is scheduled for August 2001.

Coordinator's Workshop 2001

Through the organizational abilities of Indianapolis Think First Chapter Director, Nena Ray, RN, and our own Judy Prim, here at the National Office, the 2001 Coordinator's Workshop in Toronto was a great success. 65 chapter personnel attended the 2 day session in April with 23 states represented. A highlight of the session was the organization of a State Chapter Directors Sub-Committee to facilitate chapter communications with the national office and to serve as personal ambassadors. The participants' visit to Canada was especially warm, compliments of a welcome reception hosted by Think First Canada, represented by Joan Patterson, Executive Director, and Dr. Charles Tator, President.

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: Goal	3 million kids & teens
2005: Goal	5 million kids & teens
8.2 million kids & teens educated since inception	

Think First SAFE FOR LIFE

Think First for Kids	1st-3rd Grades
Think First for GAP Kids	4th-6th Grades
Think First for Teens	7th-12th Grades



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Dr. Cavanaugh did win an
award at the The Cloister Classic.

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