

PREVENTIONpages

A Publication of Think First National Injury Prevention Foundation

Annual Prevention
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A Message from Chairman of the Board

Happy New Year from the **Think First National Injury Prevention Foundation!** We hope this greeting finds you enjoying a safe and rewarding 2003.

As the new Chairperson of the Think First National Injury Prevention Foundation Board of Directors, it is my privilege to share some exciting news from the national office. You may remember from the previous issue of *Prevention Pages*, Think First was beginning the process of recruiting a new CEO. An official CEO Search Committee was set into motion and a full-scale search was launched this past fall. Hundreds of applications from highly qualified candidates across the country were received and reviewed. After several meetings and extensive interviews, the Search Committee voted to extend an offer to a highly qualified and ambitious internal candidate, **Dorothy Zirkle, RN, PHN, MSN.**

As many of you already know, Dorothy is the talented and motivated Think First Chapter Director from San Diego, California. She has been involved in Think First and the injury prevention arena for more than 18 years. She is also the first and current Chairperson of the Think First State Chapter Directors' Subcommittee, State Chapter Co-director for California, and serves on the Foundation's Board of Directors. Dorothy's Think First Chapter is the largest in the country in terms of funding and employees. She has been very active in the political scene in California and has been able to get Think First For Kids deemed an approved curriculum for California schools. By working hand-in-hand with Sharp Healthcare and Think First, she helped create

Sharp on Survival, an Institute for Injury and Violence Prevention. Dorothy earned a dual Masters degree in Nursing Administration and Education in 1999 and is actively working toward a Ph.D. in Nursing. She has published several seminal studies demonstrating the efficacy of Think First For Kids.

We're excited that Dorothy has agreed to become the new Think First National Injury Prevention Foundation CEO and look forward to tremendous growth under her enthusiastic leadership.

I would also like to take this opportunity to extend a heartfelt **THANK YOU to the Foundation's former Chairperson of the Board of Directors, Michael Caron, MD.** Dr. Caron led the Foundation through an eventful and critical two-year period of growth and development. Fortunately for all of us, Dr. Caron has agreed to stay close at hand and continue actively serving Think First through his new role as Past-Chairperson of the Board.

My goal as new Chairperson is to help launch Think First into the next level of program excellence. With Dorothy Zirkle's keen vision and leadership, Dr. Caron's devotion and experience, and the support of the entire Think First family, I am certain we will achieve this new level of excellence together!

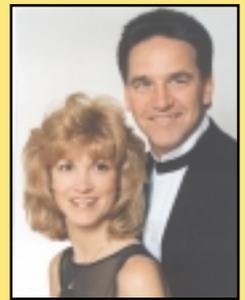
Your partner in prevention,

Michael Turner, MD

Chairperson, Think First National Injury
Prevention Foundation



Michael Turner, MD, Think First
Chairman of the Board, demonstrating
proper helmet use



Past-Chairman of the Board,
Michael Caron, MD and his wife,
Theresa Caron, EdD

Think First San Diego Receives \$813,483 Grant

by Dorothy Zirkle, RN, PHN, MSN

Sharp HealthCare's Institute for Injury and Violence Prevention and **Think First San Diego** was awarded its second grant from **The California Endowment** in August of 2002. The grant for \$813,438 is part of The California Endowment's *CommunitiesFirst* program and is the second of these grants that Sharp on Survival/Think First San Diego has received in the past three years. This grant assists in bringing the successful model of Think First into **Imperial Valley** to provide traumatic brain and spinal cord injury prevention education to the children, teens and adults of the valley. In addition to setting up a fully staffed chapter

and providing safety curriculum and educational presentations to the schools, this grant will also serve to create a community advisory board comprised of area students, parents, teachers, community members, physicians and Think First staff. **Imperial Valley's sponsoring neurosurgeon, Dr. Travis Calvin, will serve as the Medical Director of the Think First Imperial Valley chapter.** Sharp On Survival/Think First San Diego staff looks forward to working with Dr. Calvin in launching this program into the Imperial Valley community in early February 2003.



V.I.P. Humberto Gurmilan
teaching Hispanic children

The 3rd Annual CNS/Think First Golf Outing

by Drs. David Cavanaugh and David Adelson

A beautiful, sunny Sunday greeted the nearly 60 golfers who came out to support the Foundation and the 3rd Annual Congress of Neurological Surgeons/Think First National Injury Prevention Foundation Golf Outing. The enjoyable round of golf took place on September 22, 2002 during the CNS meeting in Philadelphia, PA and before the activities of the CNS Scientific Sessions began. Considered a rousing success, the outing was held at the Rancocas Golf Club, a Robert Trent Jones designed, over 6600 yard, par 71, 75 rated course which provided both low and high handicappers a real challenge with lots of trees, water and sand.

The major event sponsor was Medtronic, Inc. and the rest of the outing was generously underwritten by numerous other sponsors for individual holes and prizes. Playing a best ball, scramble format, everyone had the opportunity to help out the team, even the triple digit handicappers! With a breakfast kickoff, lunch, and the awards ceremony, there was plenty to eat and drink throughout the round and at the 19th hole. The awards were many. The first place prize was won by Luis Cervantes, MD and his foursome (at 9 under par) with second place going to Team Synthes. Dr. Cervantes and crew received gift certificates donated by Morton's of Chicago Steak House and Phillies game tickets donated by Lippincott, Williams and Wilkins. Team Synthes also collected Phillies game tickets and a Rancocas Pro Shop Gift Certificate. The last place foursome, at 4 over par, (mind you, they only lost/won on handicap holes)

was grabbed by Team KLS Martin who won the first prize for the team that seemed to have the most fun. They could be seen weaving through the course in their golf carts, spraying shots onto neighboring fairways and the like. At the other extreme, the winner for the Closest to the Pin and Longest Drive was won by the same ringer, (we mean golfer) from LWW, Bill Walker, who walked away with gift certificates and other assorted golf collectibles. Three others won gift certificates through the random drawing. All of the prize winners also came away with Think First hats and shirts. Every participant received a golfer's kit (donated in part by Cyberonics, Inc.) and a beautiful golf towel (donated by Codman/Johnson and Johnson) to remember their day on the links. The biggest success was the \$15,000 that was raised to help fund the Think First Foundation, and continue its award winning injury prevention programs for children and teenagers. The Think First/National Injury Prevention Foundation wants to personally thank all the participants and sponsors who were instrumental in making the day a success and the CNS for its support.



From left to right, Michael Phillips, Michael Caron, M.D., Andy Bala and Kevin Murray



Street Smart teeing off for safety



18th hole at The Ridge at Castle Pines North Golf Course, near Denver, CO



4th Annual Radionics/Valleylab/CNS Golf Outing for Think First

Planning for the **Fourth Annual CNS/Think First Golf** outing is well underway. The increasingly popular annual event will be held **Sunday, October 19, 2003** at the Ridge at Castle Pines North golf course near Denver, CO. Festivities will begin at 8:30 a.m. with breakfast; warm up and shotgun start begin at 10:00 a.m. Lunch and a 19th Hole Awards Ceremony are planned.

Contact: David Adelson, MD (412) 692-6347 david.adelson@chp.edu

Thank You!

2003 Tournament Sponsor

Radionics™
in neurosurgery



Think First Remembers Tara Dortch

by Mark Hadley, MD

The THINK FIRST program, the Division of Neurological Surgery and the University Medical Community of the University of Alabama at Birmingham are in mourning over the untimely and unexpected death of Tara Dortch. Tara developed, managed, and led the UAB Division of Neurosurgery's THINK FIRST injury prevention and public education program. "From her hire date in May 1993, Tara was the life and energy behind our program," noted Dr. Mark N. Hadley, Tara's immediate supervisor, friend and colleague. "We had to lure her away from a terrific position in the Department of Rheumatology. I offered Tara an opportunity to use her personal experience, incredible people skills, and indefatigable energy to attempt to make an injury prevention difference among young people in the state of Alabama. She excelled and took our program beyond my most optimistic expectations, all with very little direct supervision but a great deal of admiration and encouragement."

Tara Dortch died August 22, 2002 after complications from cardiopulmonary surgery. While

leading the UAB THINK FIRST program, she took a modest injury prevention initiative and developed it into one of the nation's most broad and comprehensive programs. Under Tara's leadership, the UAB injury prevention program was presented to over 100,000 middle and high school students and 40,000 elementary school children in 2001. The UAB program provided injury prevention education and free helmets to youngsters throughout the state, and in conjunction with the Birmingham chapter of Junior League, provided education and car seats to parents of newly born infants in the community of Birmingham, Alabama. Teaming with UAB THINK FIRST Medical Director, Dr. Hadley, the two raised over \$500,000 in corporate support and successfully competed for \$150,000 in state grants to fund their program's many initiatives over the years. "There will be no replacing Tara," laments Dr. Hadley. "We will, however, continue to do the work she was most passionate about, in a small but enduring tribute to her remarkable person."



Tara Dortch,
RN, MSPH, MSHI

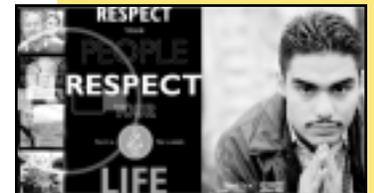
The Think First family mourns the loss of Tara, our devoted and compassionate partner in prevention.

"It's A Guy Thing" Reaches 1,000,000 Washington Residents Statewide

by Rosella Stern, AbD, PhD

"It's a Guy Thing," a Think First Washington statewide information outreach project aimed at reducing dangerous driving among Native American and Hispanic males ages 16-24, ended a highly successful run late in the summer of 2002. Funded in part by the Washington Traffic Safety Commission, the outreach campaign included statewide cable television information spots, Spanish language radio and

newspaper ads, posters, bus cards and billboards. Targeted markets included high saturation areas including Spokane, Yakima and Seattle. Another unique form of outreach involved personal visits to schools and powwows. Posters were sent to every tribe, tribal school, college, high school and regional health center in the state.



Think First Washington public information campaign ad.

California Assembly Bill 2668 Signed Into Law!

by Dorothy Zirkle, RN, PHN, MSN

In September 2002, Governor Gray Davis signed Assembly Bill 2668 into law. This new law, sponsored by assemblywoman Charlene Zettel, establishes age-appropriate brain and spinal cord injury prevention curricula for children, and provides school districts with the option to utilize these curricula. Sharp on Survival program director Dorothy Zirkle along with Drs. Sidney Tolchin and Donald Prolo authored this first-ever Sharp HealthCare-sponsored piece of legislation to be signed into law. Critical to the success of this legislative campaign was the support of Clair Jones, System Director of Sharp Rehabilitation

Services, the California Rehabilitation Association, and the Western Alliance for Rehabilitation. AB 2668 was patterned after the Think First for Kids curriculum which is sponsored by Think First National Injury Prevention Foundation. Think First arrived at Grossmont Hospital in 1986 under the direction of neurosurgeon Dr. Sidney Tolchin. Through tremendous growth and impact in the community, the program evolved into Sharp on Survival, Sharp HealthCare's Institute for Injury and Violence Prevention, the most comprehensive injury and violence prevention program in San Diego County.



Assemblywoman Zettel, Safety Superhero Street Smart, and kids from Anza Elementary School at the media release for AB2668

Think First Makes A Difference In A Teen's Life

Dear Think First,

I would just like to thank you for taking the time to come speak to my class. I think that speech really inspired and caused a few people to really be thankful for what they have. I know I am one of these people. I have listened to a lot of lectures during my life, but this one really hit me. Don't worry I don't say that to everyone I've ever heard, and even if I have I really mean it this time. At first I expected your presentation to be long and boring, but it turned out to be just the opposite. I'm glad I got the opportunity to listen to you. I am only a freshman in high school, and I know I have a lot of challenges to deal with in the future. This is especially noticeable during my time at high school. High school is a time where people do experience with stuff that they shouldn't have, and act different just to fit in. I try to be myself and not do some of these things, but it's hard. Dealing with peer pressure is something that could take a lifetime. Another high point that I learned from your speech is to wear a seat belt. I will admit there are sometimes when I don't wear a seat belt. Whether its because we aren't going that far, or there isn't

enough room in the car. There are several other reasons why I wouldn't wear a seat belt, but those are the main ones. I'm still not at the point in my life where I start driving and hanging around with all types of friends. I told my mom about the speaker we had in class and even she admitted times when she hasn't worn a seat belt. It has happened to everyone. It is just unfortunate that you had to be one of the ones that severely suffered from a poor choice. I seriously feel that your lecture will help me in the future. It is hard to put into words what I learned from you, but deep down I know. Once again I would like to thank you for taking the time to come speak to my class. I appreciated it, and I know what you said will stick with me forever.

Thank you

Randee Meek



Teens listen to the Think First message.

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2003 Calendar of Events Conferences & Meetings

March 9-11

Lifesavers 2003, National Conference
on Highway Safety Priorities
Hyatt Regency Chicago
Chicago, IL

March 16-22

National Poison Prevention Week

March 23

Society of Trauma Nurses/
Critical Issues
Caesar's Palace
Las Vegas, Nevada

April 11-12

Society of Trauma Nurses/
Brain Injury
San Francisco, CA
Pre-Conference April 10 (Initial
Injury/Spasticity)

April 21-25

National Playground Safety Week

April 25-28

Think First National Injury Prevention
Foundation Annual Chapter Directors'
Workshop
San Diego, CA

April 28-29

"Safety in Numbers-Working Together
from Research into Practice"
A conference sponsored by
CDC's National Center for
Injury Prevention and Control
Hyatt Regency
Atlanta, GA

May 3-10

National SAFE KIDS Week
"Wrap Your Arms Around Safety"

May 5-7

Society of Trauma Nurses/
Spinal Cord Injury
Miami, FL
Pre-Conference May 4 (Spasticity/
Critical Care Management)

May 18-24

National EMS Week

June 6-9, 2004

7th World Conference on Injury
Prevention and Control
Vienna, Austria

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

TriHealth Think First Program In Cincinnati, Ohio

by Stephanie Lambers, MEd, OTR/L



Teens and distracted driving

The **TriHealth Think First Program (Cincinnati, Ohio)** has collaborated with Freedman, Gibson and White, Inc (public relations firm), the local juvenile court and the Ohio Department of Public Safety in production of a video to address teen driving and passenger safety. Focus group research was conducted with teens who have been involved in crashes and teens who have not to determine what type of message would aid in their decision making regarding driver/passenger safety. From that research we created our message which is presented by teens who had personal experiences with such tragedies. The video focuses on **safety belt**

use, speed reduction and risk taking behavior related to driving.

This video will be utilized in conjunction with an upcoming public service campaign on teen driving safety. There are plans to distribute the video and related campaign materials to the Think First Chapters at the Spring 2003 workshop. Additional corporate funding is being sought. Contact **Stephanie Lambers at TriHealth Think First Program (Cincinnati, Ohio)** for further information.

Stephanie.lambers@trihealth.com

ThinkFirst

Oregon

by Tim Revett, for Edward Neuwelt, MD and Adrienne Greene, MPA



A third grade teacher sharing Think First for Kids with her students

THINK FIRST Oregon tested the effectiveness of the THINK FIRST for KIDS curriculum in 55 selected classrooms in seven elementary schools in the Portland, Oregon metropolitan area during two consecutive school years, 1995-1997. The results indicated a significant increase in knowledge of injury prevention in grades 1-3 at the treatment schools in comparison to the control schools. Treatment schools with a lower socioeconomic rank showed a greater increase in knowledge than higher ranked schools in both grades 2 and 3. This study was published as a research letter entitled "Evaluation of the THINK FIRST for KIDS

Injury Prevention Curriculum for Primary Students" in the September 2002 issue of *Injury Prevention*.

Although the results of this study revealed an increase in knowledge of injury prevention topics, change in behavior was not examined. **Behavior change in response to the intervention of the THINK FIRST for KIDS curriculum deserves investigation.** Likewise, further studies should measure any long-term effects on student knowledge, increases in educators' knowledge, and effects on school-based injury prevention policies.

The published research letter can be viewed online at <http://ip.bmjournals.com/cgi/content/full/8/3/257>

WELCOME LEICA MICROSYSTEMS!

Leica Microsystems Inc. is pleased to be the first corporate sponsor of the Think First Foundation's newsletter, *Prevention Pages*. Leica is also pleased to support the very important work of developing programs for better health, safety and injury prevention of young people. Leica shares Think First's commitment to public health and injury prevention and to spreading the prevention message throughout schools and communities.

Leica Microsystems is a global manufacturer of microscopes and scientific instruments. It has a tradition of over 150 years of creating optical innovations. The Surgical Operating Microscope (SOM) division of Leica introduced its first surgical microscope in 1981 with innovations in wide field optics, carrier systems, and optimized illumination systems.

Leica manufactures surgical microscopes for all micro-specialties, including neurosurgery, otolaryngology, ophthalmology, and plastic/reconstructive.



In September 2002, at the Congress of Neurological Surgeons meeting, Leica introduced the new Leica OH3 Neurosurgical/Spine Microscope. More information about this innovative product can be found on a special website,

www.americaneagle.com/LeicaOH3.

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**Co-publishers: Michelle Gibler, PhD
& Dorothy Zirkle, RN, PHN, MSN**
Editor: Judy Prim

With special thanks to:

Drs. David Adelson, David
Cavanaugh & Michael Turner

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National Injury Prevention Foundation

Annual Think First Chapter Director's Workshop

San Diego, CA

April 26-28, 2003

San Diego Marriott Hotel and Marina

The **Annual Think First Chapter Director's Workshop** will be held in San Diego, CA **April 26-28, 2003**, during the American Association of Neurological Surgeons Annual Meeting. Spending a weekend in sunny San Diego will be a valuable investment as this year's Workshop promises to offer exceptional learning and training opportunities to everyone in Think First and the field of injury prevention, including Chapter Directors, VIP's (Voices For Injury Prevention speakers), nurses, therapists, and physicians.

The Workshop, which begins at noon Saturday, April 26th, will feature nationally recognized keynote speakers, including **Azim Khamisa**. Mr. Khamisa lost his son to a tragic, preventable incident of gang violence. He will share his emotionally stirring testimony about his partnership with the father of his son's killer that aims to stem the tide of gang violence. **Jeffrey Runge, MD, newly appointed Administrator of the National Highway Traffic Safety Administration (NHTSA)**, has been invited to share NHTSA's future strategies to address critical highway safety problems in the U.S. The wide range of Workshop breakout sessions includes program research and efficacy, grant writing, public policy, recruiting and training of VIP's, community partnering, and program marketing. The **Second Annual Awards Luncheon**, the results of a three-year longitudinal study of the Think First for Kids curriculum, and Think First National Injury Prevention Foundation activities will also be featured at the Workshop. **Workshop registration fees: \$200 for Think First Chapter personnel, \$60 for VIP speakers with an injury. CEU's are available.**

PRE-WORKSHOP SEMINAR AVAILABLE!!

For those attendees wanting to expand their medical knowledge and earn CEUs, there will be a special, daylong **Pre-Conference Seminar on Friday, April 25th**. The seminar, **New Dimensions in Clinical Practice and Catastrophic Injury**, will feature a host of prestigious researchers and presenters. Session topics include: "Psychiatry of Brain Injury: Diagnosis and Management," "Regulation and Function of Neurogenesis in the Adult Hippocampus," "Sexuality and Fertility in the Spinal Cord Injured Patient" and "Thoughts on Adjusting to Disability."

Pre-registration for the Pre-Workshop Seminar is required.

Cost - \$65.00 for Chapter Directors and \$30.00 for VIP's (Injured Speakers)

To Register send payment to Think First San Diego

5555 Grossmont Center Dr.

La Mesa, Ca 91942

For Information Call Dorothy Zirkle at (619) 644-4661 or

e-mail: dorothy.zirkle@sharp.com

TRAINING AVAILABLE!!

Two Think First training opportunities are available to new Chapter Directors on **Friday, April 25th**. The **Think First International Chapter Training** (9:00 a.m.-5:00 p.m.) and the standard **Think First New Chapter Training** (9:00 a.m.-3:00 p.m.) will be led by a team of experienced and enthusiastic Think First Chapter Directors eager to assist in the launch of new programs. **Pre-registration for Training sessions is required! Registration fees: \$100 New Chapter Training fee. \$250 International Chapter Training fee. \$35 Refresher Course fee for existing chapter personnel.**

A big **THANK YOU** goes out to the industrious and creative volunteers serving on the 2003 Workshop Planning Committee! This year's committee has worked together enthusiastically to create what promises to be one of the most impressive, inspiring, and enjoyable Workshops ever. **Make plans soon to join your Think First friends and colleagues in sunny San Diego!**

Contact the Think First National Injury Prevention Foundation for registration, CEU's and hotel information at 1-800-THINK-56.



A "Wave" from San Diego