

# PREVENTIONpages

A Publication of ThinkFirst National Injury Prevention Foundation

## A Letter From the CEO Dorothy Zirkle



ThinkFirst CEO, Dorothy Zirkle

I would like to begin by wishing you all a safe and fun summer season! I can't say enough about how proud I am to represent this group and our message of injury prevention. I approach this new position not as an outsider looking in, but as one of you; someone who has taught in a classroom,

implemented curriculum and knows how difficult fundraising can be. Though our jobs may not always be easy, I think you would all agree that the ThinkFirst message of injury prevention is more important in today's society than ever.

To aid in the spread of this message, I would like to introduce the new team at the ThinkFirst National Office. Assisting me in the San Diego satellite office is Sharon Penny, Administrative Assistant. Gigi Thomas is working out of the Chicago office and Jennifer Buckel is a temporary projects coordinator based in San Diego. Please utilize every individual on this team, as we are here to assist you in any way possible. With 240 national chapters and over 11 international chapters, communication is the most important part of our job. Please make it a priority to keep in touch with the National Office and other chapters within the ThinkFirst organization.

Lastly, I want you to know how much I value each person in the ThinkFirst family. This group is full of such vibrant, diverse and intellectual individuals. I eagerly await our future collaboration.

## The 4<sup>th</sup> Annual Radionics/CNS/ThinkFirst Golf Outing

**Calling All Golfers!** Gather your family, friends, co-workers and fellow golf aficionados and join us for the 4<sup>th</sup> Annual ThinkFirst Golf Outing.

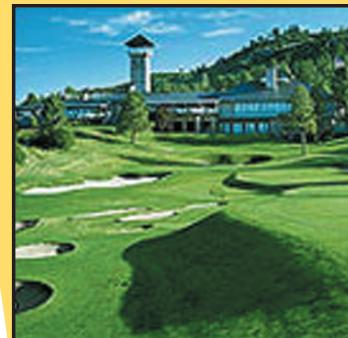
Participants will compete for the premier "Watts-Eyster Cup," with the winning team's names engraved on the cup for posterity and showcased at every CNS and AANS conference. Each golfer will receive gifts and have the opportunity to participate in raffles and other contests while enjoying breakfast and lunch on the course. This outing offers a chance for neurosurgeons to enjoy a day on the links while supporting the cause of injury prevention.

Corporate exhibitors can entertain or cultivate neurosurgeon customers or reward staff.

Golfers will enjoy the beautiful and challenging, top-rated Ridge course (recently voted the #1 upscale public facility in Colorado by two leading golf publications).

Whatever your reason for joining us, you can help make this year's tournament a great success. Last year the outing raised \$15,000 for ThinkFirst and we look forward to setting a new benchmark for this year! Register online at <http://www.thinkfirst.org/golf/index.html> or contact David Adelson, MD by phone at (412) 692-6347 or email at [david.adelson@chp.edu](mailto:david.adelson@chp.edu)

**Radionics™**  
**in neurosurgery**



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



American Association of Neurological Surgeons



## Think First Foundation's Mission

The mission of ThinkFirst National Injury Prevention Foundation is to prevent brain, spinal cord and other traumatic injuries through the education of individuals, community leaders and the creators of public policy.

## Announcing Fast Facts!

by: Jennifer Buckel

ThinkFirst, San Diego, CA

### Calendar of Events

National Association of Women Highway Safety Leaders Annual Conference August 21-23, 2003 New Orleans, LA

Governors Highway Safety Association (GHS) Annual Meeting August 24-27, 2003 New Orleans, LA

17<sup>th</sup> Annual California Conference on Childhood Injury Control September 22-24, 2003 Los Angeles, CA

Brain Injury Awareness Month October, 2003

International Walk to School Day October 8, 2003

Congress of Neurological Surgeons 53<sup>rd</sup> Annual Meeting October 18-23, 2003 Denver, CO

4<sup>th</sup> Annual Radionics/CNS Golf Outing for ThinkFirst October 19, 2003 Denver, CO

15<sup>th</sup> Annual SAFE KIDS Leadership Conference October 25-29, 2003 Washington, D.C.

21<sup>st</sup> Annual National Neurotrauma Symposium November 6-7, 2003 Biloxi, MS

American Public Health Association (APHA) Annual Meeting November 15-19, 2003 San Francisco, CA

National Safety Council Congress & Expo Sept. 5-12, 2003 Chicago, IL

Lifesavers Conference March 28-30, 2004 San Diego, CA

7<sup>th</sup> World Conference on Injury Prevention and Control June 6-9, 2004 Vienna, Austria

The ThinkFirst National Injury Prevention Foundation is proud to introduce our newest information tool, **Fast Facts**. What started as a simple project to help educators have an instant resource, **Fast Facts** have become ThinkFirst's premier national informational tool. They will be distributed and used at all 240 ThinkFirst chapters in the United States. **Fast Facts** is a collection of informational essentials, offering safety tips for children and adults.

The information found in the **Fast Facts** offers comprehensive references that can be found easily on the web, including the Center for Disease Control, National Highway Traffic Safety Administration, and Safe Kids. ThinkFirst is confident that this compilation is the most accurate information to date.

One of the strengths of the ThinkFirst program is the ability to disseminate a vast amount of information to a large percentage of the population in the United States and around the globe. **Fast Facts** are great when used as a set of twelve, but don't forget

they can be used individually and targeted towards a specific group. **Fast Facts** can be distributed at health fairs, classroom presentations and can be an aid in grant writing. For more information, call the ThinkFirst Foundation office at (847) 290-8600.

## FAST FACTS

### WATER SAFETY

#### TEST YOUR SAFETY I.Q.

Q How much water can you drown in?

A One inch of water can cause a child to drown. This means every thing from the toilet bowl to a pond or pool can be a risk to a child.

Q Where do most childhood drownings take place?

A Over 60% of drownings occur in a child's own pool,<sup>1</sup> and 1/3 take place in bathtubs, neighbors or relative's pools.<sup>2</sup>

Q When and where injuries are most likely to occur

A Rubber drowning account for half of all drowning deaths.<sup>3</sup> 80% of drowning injuries take place in six feet of water or less.<sup>4</sup>

Natural bodies of water are the site of 75% of drowning incidents.<sup>5</sup>

DEATH AND INJURY STATISTICS

- 3,000 children age 11 and under are hospitalized each year as a result of drowning, which results in either permanent disabilities, while 15% will die in the hospital.<sup>6</sup>
- Rubber drowning devices would have prevented approximately 80% of heating related drownings in the years 2001 and 2002.<sup>7</sup>
- 40% of preschoolers that drown are in the care of another adult.<sup>8</sup> This means every thing from the toilet bowl to a pond or pool can be a risk to a child.
- In 2001, 100 children were drowned with 25-50% of adolescents and adults never learned to swim, and was involved in an drowning incident.<sup>9</sup>
- Approximately 1,000 recreational drowning injuries occur each year.<sup>10</sup>
- 90% of drowning injuries result in spinal/neck injuries.<sup>11</sup>

PREVENTION TIPS

- Always swim with a buddy, and make sure children are supervised at all times.
- Never drink alcohol when participating in water activities.
- Never dive in water less than 6 feet deep.<sup>12</sup>
- Always wear U.S. Coast Guard approved life jackets.<sup>13</sup>
- Enter water feet first the first time, so to if an area is safe to dive.
- Never swim alone or in unfamiliar areas.
- Enter swimming pools head first, and never sit or stand near the edge of a pool.
- Encourage children 4 years and older to swimming lessons.<sup>14</sup>

### ThinkFirst about...

#### WHO IS MOST LIKELY TO INFLICT THIS TYPE OF INJURY?

- Over 80% of drowning victims are male.<sup>15</sup>
- For children under age 14, drowning is present the second leading cause of injury related death.<sup>16</sup>

#### HEALTH COSTS

- Each year, pool drownings and accidents cost the nation over \$1 billion.<sup>17</sup>
- A near drowning medical emergency costs \$10,000 to \$100,000 yearly, while brain damage can cost up to \$4.5 million.<sup>18</sup>

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## Safety By The Sea – A Personal Journey

by: Tina D'Amico Poole, MPH

North Carolina ThinkFirst State Director  
Wilmington, NC

As I enter the classroom full of bright-eyed kindergarteners anxiously awaiting the lesson of the day ~ ThinkFirst for Kids: Water Safety, I say to myself, today is the day to make a difference. Living on the coast in Wilmington, North Carolina has given me a new respect for many things, especially the water. Many of the children I am teaching have grown up by the water, but don't truly understand the dangers that come with the fun.

"Who likes going to the beach or swimming in a swimming pool", I begin the lesson. Hands shoot up like rockets, "Me! I do," they answer. If I told them we were going on a field trip to the beach, I'd probably be voted "teacher of the year"; unfortunately, that's not the case. I continue the lesson by talking to them about their brain and spinal cord and how fragile they really are. Amazed by these facts, they begin to rattle their heads and touch their spine on their back. "How can water hurt them?" one student asks. That's when the role-playing begins. I do a bit of role-playing jeopardy with the students. I have volunteers act out different water safety scenarios and the other students have to figure out what they are doing wrong. This can be anything from standing up in a boat to letting their parents leave them by themselves in any body of water. Children are very smart and can Think First if we give them the right tools.

Once they think all of the fun is over, "Drowning Dan" makes an appearance. He is made from wood and the students have the opportunity to try and save him by throwing a life preserver at his arms and trying to ring him (like the ring toss). Each student gets four turns and there's a bit of healthy competition that begins, even the teachers get involved. The finale' of each lesson is a mini awards ceremony where I present all of my new "Street Smart" Safety Hero graduates certificates and activity books. I leave the classroom as I entered 45 minutes prior- knowing I made a difference!



Drowning Dan

## PARTNER IN PREVENTION

# American Le Mans Series Names "ThinkFirst" as Official Charity

BRASELTON, Ga. – With the goal of making a positive and lasting impression on today's youth, The American Le Mans Series (ALM), a professional sports car racing series based in North America, has named the ThinkFirst National Injury Prevention Foundation as its official charity, series officials have announced.

The American Le Mans Series plans to work nationally with ThinkFirst, as well as with local ThinkFirst chapters in each race market, producing safety events and working to distribute bicycle helmets to children. Selected American Le Mans Series drivers will participate in local safety events as well as in national campaigns, and the series will work with ThinkFirst on fund-raising initiatives. In addition, the series will donate time in the television and radio broadcasts of its events for ThinkFirst public service announcements and will challenge its promotional partners to become involved as well.

## 2003 Workshop Update

by: Carolyn Schmidt, Community Health Educator  
Sharp Healthcare, ThinkFirst, San Diego, CA

San Diego was the site of the 2003 ThinkFirst Chapter Directors' Workshop held April 26-28 in conjunction with the AANS annual conference. More than 120 chapter directors, staff, and VIPs from the U.S. and abroad attended this year's workshop, which also boasted the largest VIP attendance ever.

The workshop kicked off on Saturday with a moving presentation by keynote speaker Azim Khamisa, who lost his innocent son to gang violence, setting the tone for the lectures and roundtables that followed. The next three days offered important information on research results, new program initiatives, marketing and fund raising opportunities, and many other topics. One afternoon was dedicated to subjects specific to the needs of VIPs, including sessions about recruitment and speaking techniques.

Events such as the Welcome Reception, which featured a beach theme and calypso band, offered participants a chance to relax and network with fellow professionals. Another highlight of the workshop was the Awards Luncheon, where individual neurosurgeons, VIPs, directors, and chapters were recognized and rewarded for their outstanding work. Work also began on a new version of the *On the Edge* video with producers on hand to shoot footage of VIPs at the workshop.

"We feel that the marriage of the American Le Mans Series and ThinkFirst is a perfect fit," said Scott Atherton, President and CEO of the ALM. "Our drivers and racing teams are extremely safety-conscious in their racing endeavors and will be very effective in helping to deliver the message of safety to the youth of North America. We not only want to help ThinkFirst raise funds, but we also want to be on the leading edge of safety and efforts in injury prevention."

"The association of ThinkFirst and the American Le Mans Series offers many opportunities for ThinkFirst and American Le Mans to work together for injury prevention in children," said Dr. Mike Turner, Chairman of the Board. "I feel strongly that we have formed a long-term relationship that will effectively promote injury prevention and save many children."



ALM President and CEO Scott Atherton (left) presenting a \$100,000.00 donation to Dr. Michael Turner, Chairman of the Board, ThinkFirst Foundation.

### New ThinkFirst Chapters - Welcome!

#### California

Sue Ditzmyer

Oakland, CA (510) 428-5319

Maria Etchepare & Mayumi Prins

Los Angeles, CA (310) 825-8827

Lynne Lamanna

San Clemente, CA (619) 316-6168

#### Colorado

Tracey Anderson

Longmont, CO (303) 678-4825

#### Hawaii

Cheryl Hammond & Beth Freitas

Honolulu, HI (808) 585-5322

#### Idaho

Koleen Wagner

Lewiston, ID (208) 799-5416

#### Iowa

Michelle Krieger

Davenport, IA (565) 421-1400

#### Michigan

Joan Klopis

Mt. Pleasant, MI (989) 772-1653

#### Montana

Jennifer Dunn

Corvallis, MT (406) 375-4570

#### New Hampshire

Jeff Abrahamson

Concord, NH (603) 226-9873

Carrie Conway

Salem, NH (603) 893-2900

Paula Dempsey

Effingham Falls, NH (603) 539-7451

Hilary Hopkin

Hampton, NH (603) 929-1544

#### Ohio

Kathy Cookman

Columbus, OH (614) 293-7828

#### Pennsylvania

Aileen Dinan

Philadelphia, PA (215) 508-3432

#### Texas

Phil Anderson

Nacogdoches, TX (936) 568-3467

#### Wisconsin

Laura Ahola

Madison, WI (608) 263-0993



Chapter Directors, staff and VIPs interacting during one of the training sessions.

## CLASSROOM CORNER

### The Candy Spine

by: Jami Campbell, RN

Saint Francis Medical Center, Grand Island, NE



Broken bones and cuts can heal, but the brain and spine can't. This is the message of the innovative hands-on project the ThinkFirst chapter in Grand Island, NE has created.

The activity helps kids learn about the anatomy of the brain and spinal cord as they build themselves a physical (and yummy) example. The supplies needed for this activity include:

- Pull-apart Twizzlers (one whole stick and three separate strands, which will act as nerves)
- One fruit roll
- Three peach gummy rings.

The Twizzlers act as a spinal cord, while a fruit roll-up wraps around the Twizzlers to become the vertebrae. The gummy rings slide

## ThinkFirst! For Kids!

## ThinkFirst

National Injury Prevention Foundation



Jami Campbell and her candy spine

down over the fruit roll-up to become the disc. Then you take extra Twizzlers strings and tie them onto the "spinal cord," to become the nerves.

This is extremely easy and affordable to make, taking about 15 minutes with a group of students. The activity is popular with kids—they have said this activity is the best part of the ThinkFirst presentation.

The result of the activity is immediately apparent as children are quizzed about the functions of the brain and spinal cord. Students show a significant increase in their knowledge and understanding of the role of these important body parts.

For more information please contact Jami Campbell (right holding candy spine) at Saint Francis Medical Center, Grand Island, Nebraska. [jcampbell@sfmc-gi.org](mailto:jcampbell@sfmc-gi.org)

## Think First for your Baby

by: Stephanie Lambers M.Ed., OTR/L

TriHealth ThinkFirst Injury Prevention Program  
Cincinnati, OH

The TriHealth ThinkFirst Program (Cincinnati, Ohio) has been awarded a \$36,000 grant from the Ohio Hospital Association. The grant is entitled "ThinkFirst for Your Baby"/ Piensa Primero por Tu Bebe". The grant funding is designated for implementation of an injury prevention program for pregnant teens and Hispanic women as part of their prenatal care. The grant funding and program will go into effect in Fall 2003.

"ThinkFirst for Your Baby" is a new initiative whose goal is to reduce unintentional injuries in infants (under the age of one year) through prenatal education combined with post-partum follow-up. ThinkFirst for Your Baby will reach about 300 women annually; 150 teens and 150 Hispanic women.

"ThinkFirst for your Baby" will target two high-risk populations; pregnant teens and Hispanic women. Both groups are vulnerable to issues impacting their safety and consequently the safety of their infants. Children of

teen parents suffer from higher neglect and abuse rates than those of non-teen mothers (George and Lee, 1997). Women of young maternal age, with unintended pregnancy and lack of social supports are at higher risk for personal safety issues (Centers for Disease Control). These concerns impact the safety of the infant and the stability of their home environment.

This program is about education and empowerment," said Project Director Stephanie Lambers. "Empowering an expectant mother to be proactive for her child's safety will help her realize her true value as a mother: to love, to nurture, to protect."

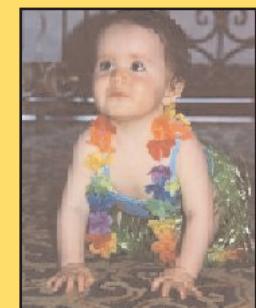
For more information: [stephanie\\_lambers@tri-health.com](mailto:stephanie_lambers@tri-health.com)

*"When meditating over a disease, I never think to find a remedy for it, but instead a means of preventing it."*

Louis Pasteur



"Think First for Your Baby"



Alana Lambers at the ThinkFirst Workshop Welcome Reception in San Diego

Prevention Pages would like to introduce it's new

## Task Force Committee:

### The Roving Reporters

Diane Bell – Tennessee  
Jami Campbell – Nebraska  
Kelli Jankens – Michigan  
Sharon Penny – California  
Rosella Stern – Washington

The Roving Reporters would like to thank all the ThinkFirst Chapters who worked so hard to submit articles for this edition of Prevention Pages.

We would also like to encourage any ThinkFirst chapter, satellite, director, VIP, neurosurgeon, board member, donor, sponsor, or partner to submit articles for future editions of Prevention Pages. The fiscal year 2004 publication schedule is as follows:

Fall Issue:  
August 15, 2003

Winter Issue:  
November 15, 2003

Spring Issue:  
February 15, 2004

Summer Issue:  
May 15, 2004

The submission deadline for the November Issue is September 29, 2003. Articles should be directed to [kjankens@saint-marys-saginaw.org](mailto:kjankens@saint-marys-saginaw.org) and can be up to 300 words in length. If possible, please try to include at least one captioned photo with your article. Please include the photo in .tif, .jpg or .bmp format when submitting the article. Feel free to contact us at any time with questions or suggestions.

Many Thanks ~ The Roving Reporters

Note: Deadlines are firm.

## FAST: Family Adventures in Safe Transportation

by: Rae I. Rosenberg, Program Coordinator

Oregon Health & Science University, ThinkFirst Program  
Portland, OR



**Family Adventures in Safe Transportation (FAST)** is a work-book geared toward youth in kindergarten through fifth

grade and their parents/guardians. It is designed for children and their parents/guardians to use together to learn about pedestrian safety, bicycle safety and occupant protection. The three workbook lessons are age appropriate and incorporate indoor activities and outdoor, on-the-road training.

FAST was developed by the ThinkFirst Injury Prevention Program at Oregon Health & Science University through a grant provided by the Oregon Department of Transportation's Transportation Safety Division. The workbook is designed to address the gap in the delivery of traffic safety information between youth and their parents/guardians. FAST intends to reduce the incidence of traffic related injuries by providing effective education to families,

providing them with educational materials that supplement any safety education their children may receive in school.

A successful FAST pilot session took place at an elementary school in Portland, Oregon, where a total of 50 participants attended (15 adults, 35 children). All youths received a FAST workbook and used it with their parents/guardians throughout the session. Families were divided into 3 groups; rotating between pedestrian safety, bicycle safety and occupant protection. Three translators attended the session, making it possible for Spanish speaking families to participate. All participants received bicycle helmets and those needing booster seats, received them as well. The pre and post-tests from the pilot session showed an increase in knowledge and intended behavior change for 52% of the youth and 71% of the adults.

The FAST workbook is available on-line at [http://www.ohsu.edu/hosp-thinkfirst/tf\\_fast.shtml](http://www.ohsu.edu/hosp-thinkfirst/tf_fast.shtml). Hard copies can be obtained by calling Rae Rosenberg at (503) 494-5353 or by e-mailing [rosenbra@ohsu.edu](mailto:rosenbra@ohsu.edu).

## Field News from State Chapter Director's Subcommittee

by: Michelle Gibler, Chairperson, SCDSC  
State Chapter Director, ThinkFirst Missouri  
Columbia, MO



The ThinkFirst State Chapter Director Subcommittee (SCDSC) convened twice during the 2003 Workshop to elect officers, review the progress of its national field development initiative and set goals for the coming year.

Officers elected to lead the group during 2003-2004 are Chairperson, Michelle Gibler (Columbia, MO), pictured to the left, and Vice-Chairperson, Kelli Jankens (Saginaw, MI).

Progress with national field development and chapter expansion has been impressive. Using the creative mentoring model developed by the SCDSC, local chapter directors across the nation were recruited and then mentored to establish new state chapter sites. Currently, there are 31 Think First state chapters nationwide. In addition to chapter mentoring and expansion efforts, the SCDSC provided essential assistance with program development and administration to the national office during the past year.

The following goals have been adopted by the SCDSC to support the mission and programs of the ThinkFirst National Injury Prevention Foundation during 2003-2004:

1. Recruit, mentor and secure state chapter directors where vacancies exist
2. Revise annual chapter survey tool and assist with survey collection
3. Support national office with Web site redesign effort
4. Revise and publish 2004 ThinkFirst National Injury Prevention Foundation Resource Directory
5. Participate in a nationwide traffic safety campaign with the National Highway Traffic Safety Administration

The SCDSC is pleased with its contributions to the Foundation and eager to assist with important and exciting future initiatives. For further information about the SCDSC, contact Michelle Gibler at (573) 882-2370 or [giblerm@health.missouri.edu](mailto:giblerm@health.missouri.edu).

# ThinkFirst

National Injury Prevention Foundation

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## Prevention Pages

is a free publication of  
ThinkFirst National Injury Prevention  
Foundation, a non-profit organization,  
provided for friends, supporters, and  
ThinkFirst chapter personnel.

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*Co-Editors,* Diane Bell, Jami Campbell,  
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Dorothy Zirkle

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