



Injury Prevention Programs for Classes and Presentations

www.thinkfirst.org

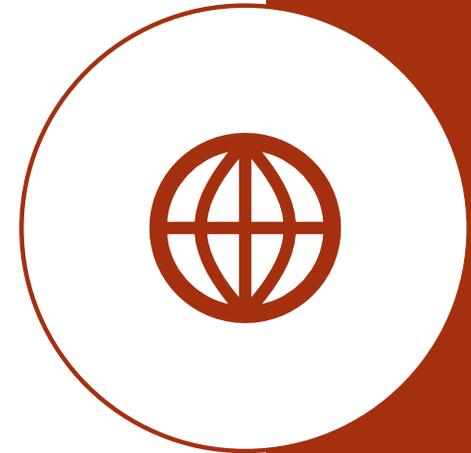
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Traumatic Injury Worldwide

- Traumatic injury is a leading cause of death for all age groups
- Leading causes: traffic-related, falls, violence, sports
- The World Health Organization (WHO) released December 2018 report, *Global status report on road safety 2018*:

➤ **‘road traffic injuries are now the leading killer of people aged 5-29 years, worldwide’** ⁽¹⁾



Traumatic Injury, US

- Leading cause of death for children, teens and young adults (ages 1-44)
- A leading cause of death in all age groups
- Most injuries are preventable – *primary* prevention is important!
- Highest risk groups: ages 15-24 and 5-14
- American Indians and Alaska Natives have the highest rate of motor vehicle-related deaths compared with other Americans
- Brain and spinal cord injuries are among the most devastating, leading to permanent disability and death



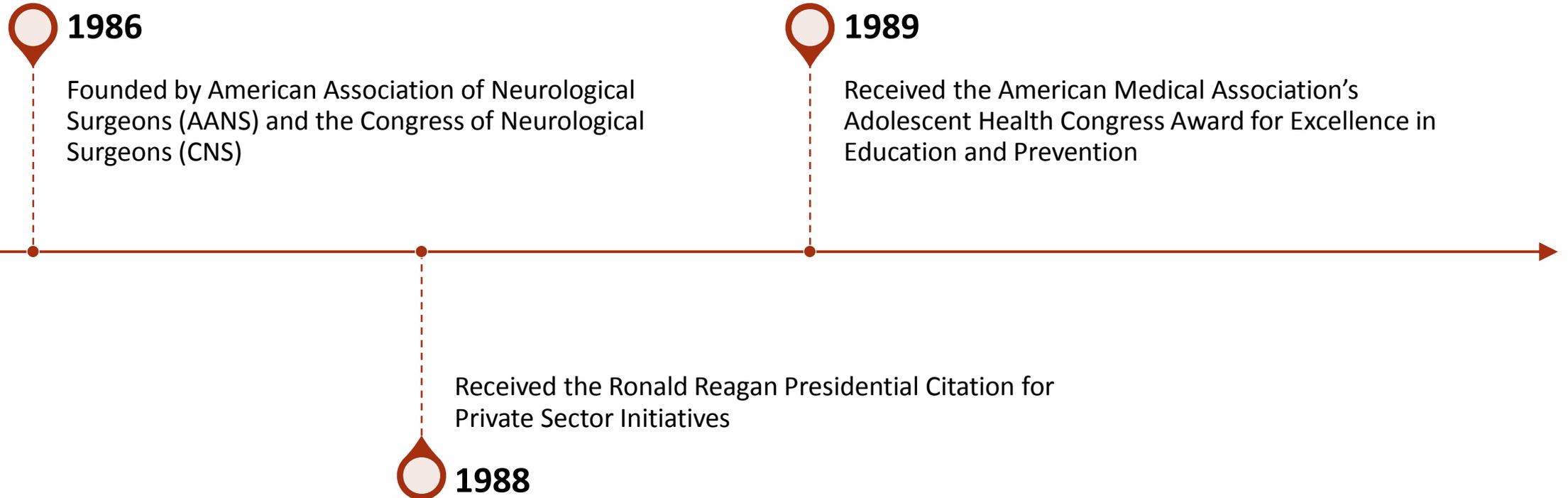
Think**First's** Mission . . .

. . . is to prevent brain, spinal cord and other traumatic injury through education, research and advocacy

Location

- **ThinkFirst Foundation Office:** 30 miles west of Chicago, in Naperville
- **U.S. ThinkFirst Chapters:** 138— including ThinkFirst Navajo— Navajo Nation
- **International Chapters:** Algeria, Canada, Chile, Colombia, Guinea, Honduras, India, Italy, Jamaica, Jordan, Korea, Mexico, Nigeria, Pakistan, Peru, Qatar, Senegal, Singapore
- See chapter directories: <http://thinkfirst.org/chapters-us>,
<http://thinkfirst.org/chapters-international>

Think**First** History



- 1990: Adopted the name “Think**First**” and created a 501c3 charitable foundation
- 1986-1990: 100 Think**First** chapters formed, presenting to 1,000,000 children and teens
- 2009: Received the Congress of Neurological Surgeons Distinguished Service Award
- 2009-2019: Programs grew from 2 original to 8 programs, to offer a wide range of IP programs for use by IP professionals
- US: average 6,000 presentations/year to 500,000 attendees

ThinkFirst Foundation

- Serves the public by developing and distributing effective injury prevention educational materials
- Provides training and technical support to chapters
- Markets the mission and programs of ThinkFirst on a national and global level
- Supports injury prevention-related research and public policy initiatives

Think**First** Educational Programs

- Think**First** For Kids, grades 1-3
- Think**First** For Youth, grades 4-8
- Think**First** For Teens, high school and college
- Think**First** About Concussion, youth and teens
- Think**First** to Prevent Falls, for older adults
- Think**First** For Baby, for new and expectant parents
- Think**First** For Parents of Teen Drivers (new)
- Think**First** Child Passenger Safety Parent Class

ThinkFirst Provides Chapters with. . .

- Program materials:
 - Scripts
 - Slides
 - Videos
 - Handouts
 - Evaluation tools
 - . . .and more
- Training and continuing education
 - Initial chapter training – online 6-hour live webinar
 - Specific program and refresher training
 - Annual ThinkFirst Conference on Injury Prevention
- Monthly Chapter News, resources, committee opportunity and more

ThinkFirst: Theory-based

ThinkFirst provides educational programs designed to incorporate all elements of the Health Belief Model, a theory-based health model for attaining behavior change

Theory-based: Health Belief Model

- Behavior change depends on individuals:
 - Perceiving themselves as susceptible
 - Seeing the problem as serious
 - Being convinced preventive actions are effective and of little cost in money, effort or pain
 - Being exposed to cues or reminders
 - Believing they have the ability to change their behavior

Think**First** Programs: Promote Behavior Change

- Educational primary prevention programs are presented by
 1. Injury prevention educators, explaining the cause, effect and prevention of traumatic brain injury (TBI) and spinal cord injury (SCI)
 2. VIP speakers (Voices for Injury Prevention) who have experienced a TBI or SCI, who share their personal story to help students learn about the realities of poor choices and the affects of traumatic injuries
- Increase understanding of potential for injury, and permanent effects of TBI/SCI
- Provide students with easy options for preventing most injuries

Think**First** For Kids

- Grades 1-3
- 30-minute assembly presentation:
 - Brain and spinal cord: protect your body!
 - Vehicle safety
 - Bicycle safety
 - Playground safety
 - Water safety
 - Violence prevention
- May be followed by helmet fitting



Think**First** For Youth, Think**First** For Teens

Choose from Traffic Safety or General IP Presentations

- Presentations for middle school and high school students
- Also used for college and young adults
- Presented in Health, Driver Education, Science or other classroom settings
- Presented in classroom or assembly format



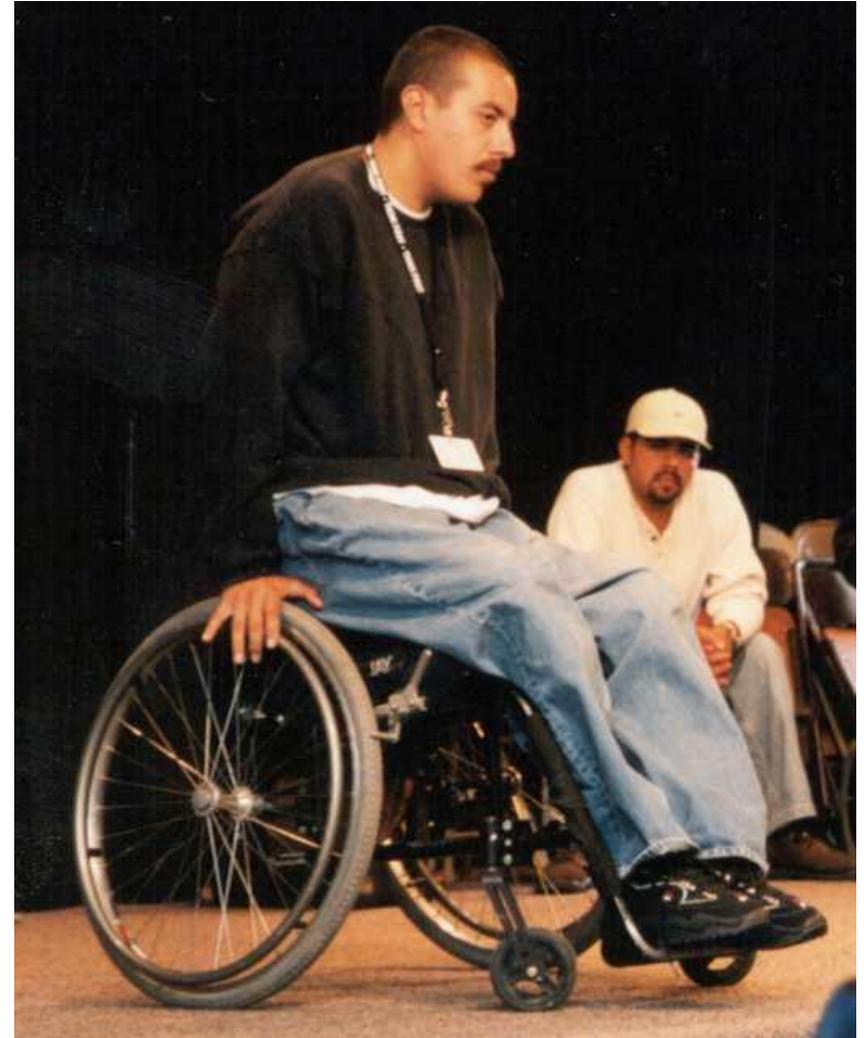
Teen Program Content

- Begins with a compelling 10-minute video
- 15-minute health care professional presentation: brain and spinal cord anatomy, common causes of injuries, strategies for prevention
- 15-minute VIP speaker (Voices for Injury Prevention): explains the choices that lead to their injury, how his/her life has been affected, and how it might have been prevented
- Dialogue: Q & A

VIP Speakers

Voices for Injury Prevention

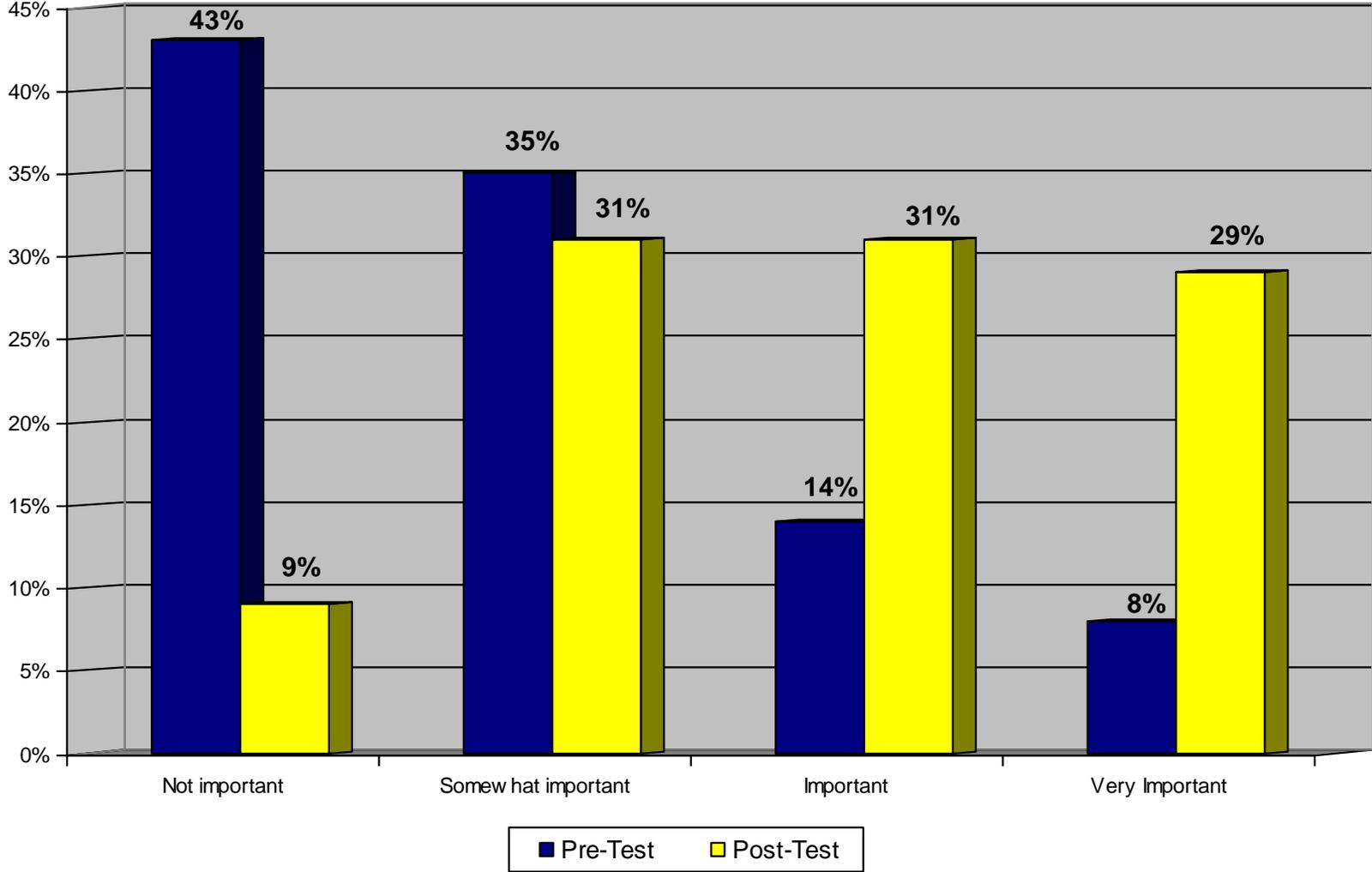
- Personal stories are the most powerful part of the program
- Students hear from someone who has actually sustained a brain or spinal cord injury
- Students learn how the speaker's actions, or a perpetrator's action, led to a permanent disability
- Dialogue between students and speakers facilitates increased understanding
- VIP training video for coaching speakers



ThinkFirst For Teens Research

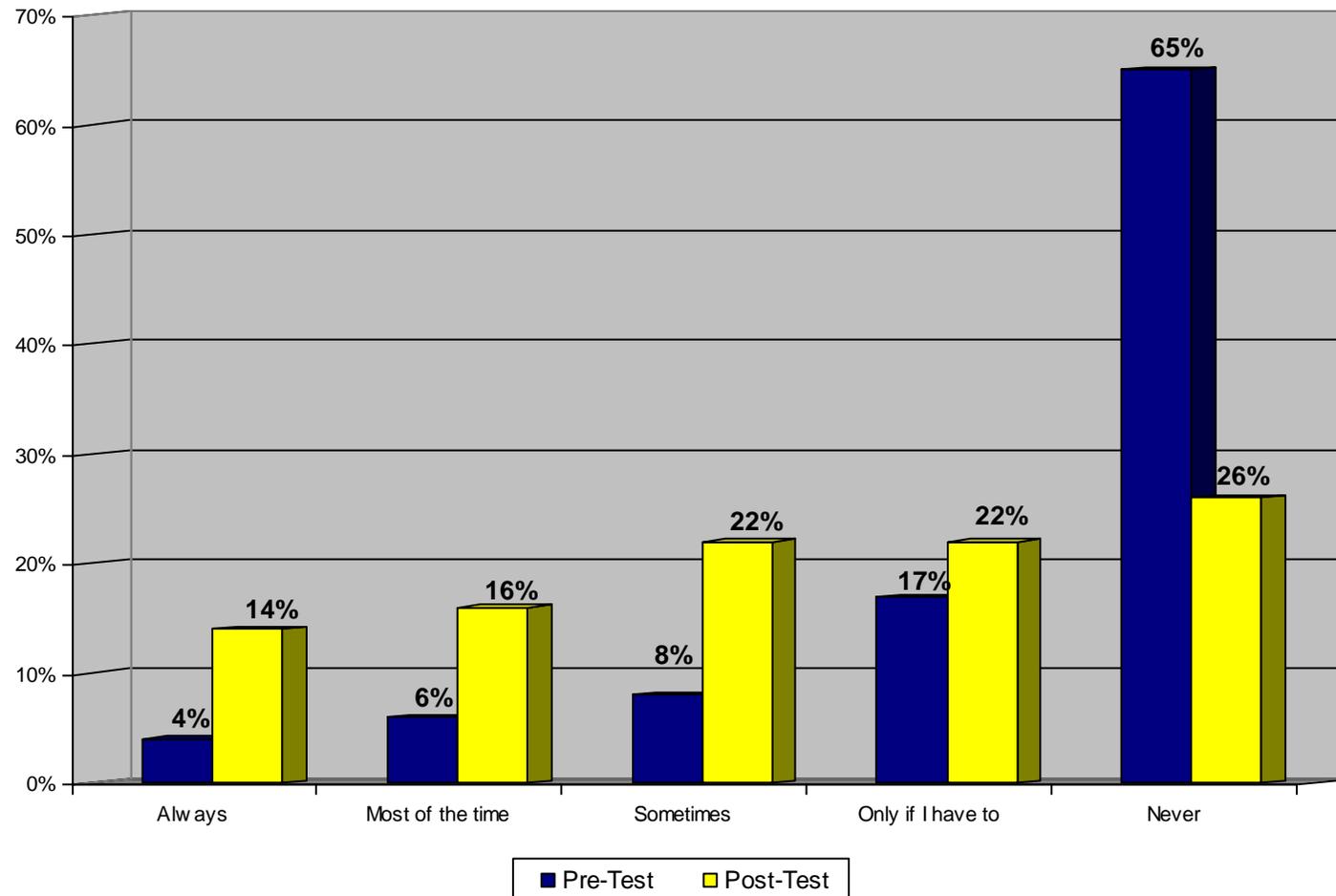
- 2007: *Gerhardstein* (www.thinkfirst.org, *Facts and Publications/Research*)
 - TFFT pre-test, post-test study of 500 teens
 - Importance of seatbelt use seen as very important: increased 20%
 - Stated will always wear seatbelt: increased 23%
 - Very important to wear helmet on bike: increased 38%
 - Believe making safe choices is very important: increased 22%
- Research on other ThinkFirst programs:
<http://thinkfirst.org/research>

How important do you feel it is for you to wear a helmet when riding a bicycle?

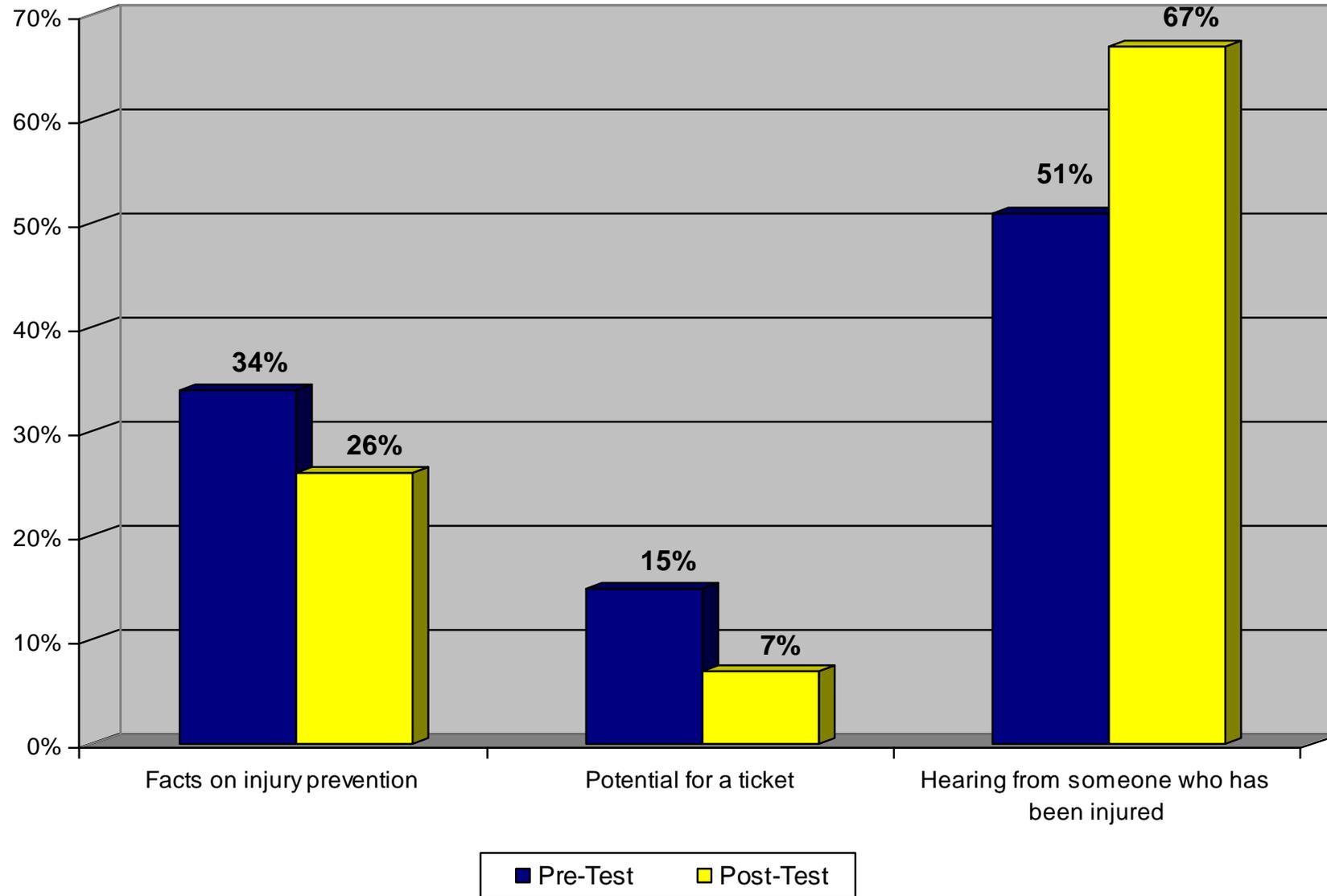


How often do you (post-test: will you) wear a helmet when riding a bike?

How often do/will you wear a helmet when riding a bicycle?



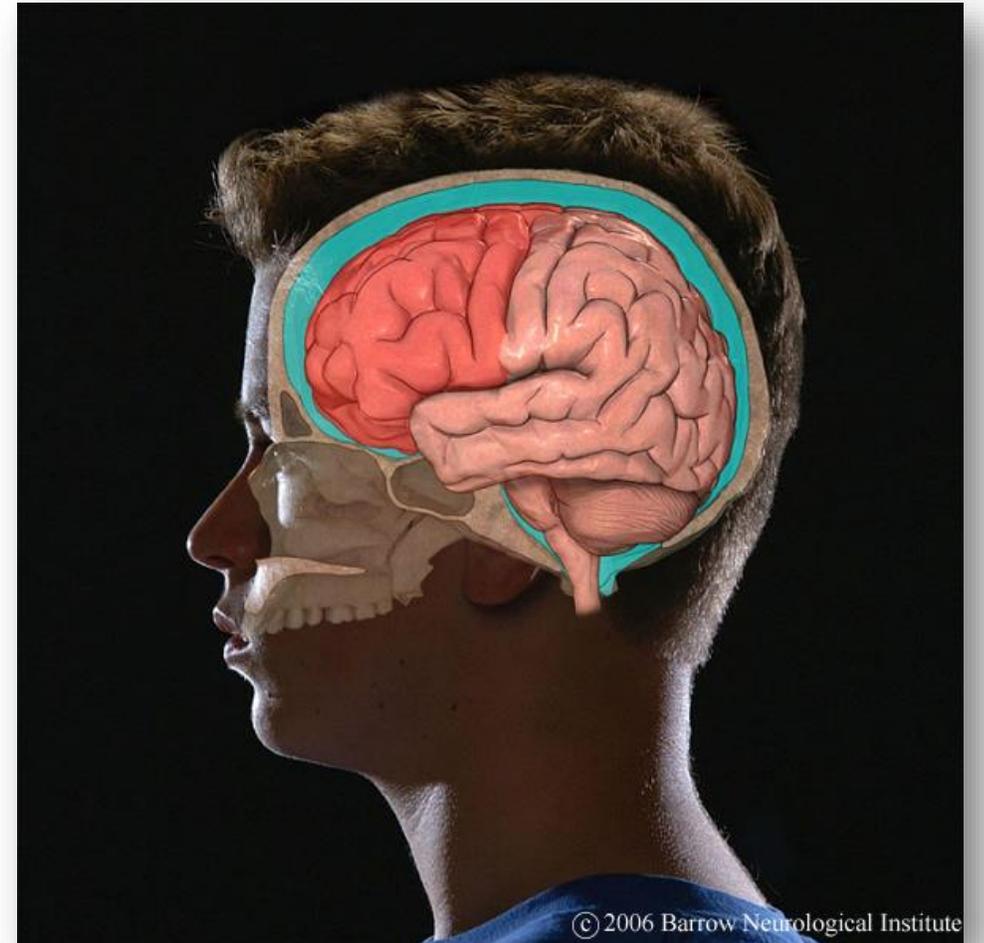
What has influenced you the most in making safe choices?



ThinkFirst !

About Concussion

- Presentation for students, which may be easily adapted for other audiences
- Offered to health classes, as everyone should learn about concussions
- Also offered to athletic and other groups
- PowerPoint and script, video provided; may co-present with a VIP speaker



Think**First** To Prevent Falls

- Educational class for older adults
- 2 ½ hour or 1-hour presentation formats
- Designed to be an introductory class on the basics of preventing falls
- Participants are given resources for more extensive classes, exercise classes and other supporting programs to take advantage of in their community

Falls Prevention Agenda

| Hour 1 | Hour 2 |
|------------------------------------|-----------------------------|
| Brain Overview | Talking with Your Physician |
| Traumatic Brain Injuries and Falls | Medications |
| Significance of Falls | Vision |
| Fear of Falling | Nutrition |
| Safety Inside the Home | What if I Fall? |
| Community Safety | Exercise |

- Four-hour class for new and expectant parents on preventing infant injuries
- **Includes a one-hour child safety seat class to be given by a Child Passenger Safety Technician or Instructor (may be used as stand-alone class)**
- Includes information for family safety
- TFFYB program requires separate training for Instructors



- Evening class for parents/guardians of teen drivers— teens welcome to attend
- 90-minute presentation by health educator and law enforcement
- Explains Graduated Driver Licensing laws
- Explains new driver risks and ways to be a helpful driving ‘coach’
- New, limited to MO, IL; available to all states soon

ThinkFirst!

For Parents of **TEEN DRIVERS**

Preparing new drivers for the road ahead!



Review: Programs for Chapter Use

- **You may: use just one program or multiple programs**
- **You may: provide only ThinkFirst or add to other programs you offer**
 - ThinkFirst For **Kids**, grades 1-3
 - ThinkFirst For **Youth**, grades 4-8
 - ThinkFirst For **Teens, Traffic Safety**
 - ThinkFirst About **Concussion**, youth and teens
 - ThinkFirst to **Prevent Falls**, for older adults
 - ThinkFirst For **Baby**, for new and expectant parents
 - ThinkFirst For **Parents of Teen Drivers** (new)
 - ThinkFirst **Child Passenger Safety** Parent Class

What is a ThinkFirst Chapter?

- Each chapter has a Chapter Director, to run programs
- Each chapter has a physician: ThinkFirst Medical Director
- One-day training is required, through the ThinkFirst Foundation
- Chapters are located in health centers and hospitals (Community Education Department, PT/OT, Marketing, Trauma), rehabilitation hospitals, university medical centers, physician groups
- Hospital or private practice supported and/or supported through grants— injury prevention and/or traffic safety grants, through grantors such as your state Department of Transportation, IHS and others

Chapter Director Role

- Schedule and present Think**First** programs to schools, communities
- Serve as a local injury prevention education resource
- Market and promote injury prevention programs
- Support injury-related public policy and research initiatives
- Collaborate with other injury-related organizations and agencies

Starting a ThinkFirst Chapter: 3 Steps

1. Determine chapter director and chapter medical director
2. Submit chapter application, resume/CV and chapter application fee
3. Complete chapter director training: online, 6 hours

Chapter Director Training

- Training available:
 - Online webinar through the ThinkFirst Foundation
 - Through approved ThinkFirst trainers
 - May request on-site training
 - Chapter responsible for trainer travel expenses
 - Pre-conference chapter training day at:
 - Annual ThinkFirst Conference on Injury Prevention
 - 2020 Conference: April 24-26, Boston

How Do You Begin?

- Upon completion of training, sign training completion and logo agreement
- ThinkFirst then provides your user name and password, for access to program materials
- Contact schools to offer presentations: Kids, Youth, Teens, Concussion
- Set up programs at your site: Falls prevention, Baby classes, Concussion, Car Seat classes

Budget Needs

- Salary for full or part-time injury prevention professional/educator
- Stipend funds for VIP speakers for youth and teen school programs
- Mileage for travel to presentations
- Program props: spinal column, Biolike brain, skull, baby/car seat items
- Initial application, training and materials: \$1,500 (includes one registration fee for ThinkFirst Conference on Injury Prevention)
- Annual chapter dues: \$300

Annual Requirements

- Annual Survey: complete each July with tracking: number of programs given, and number of students attended
- Annual Chapter dues: \$300

Benefits of Becoming a Think**First** Chapter

- Play an active role in **reducing injuries** in your community
- Demonstrates community reinvestment
- Marketing/PR interest— human interest stories for media coverage
- Fits with other key service lines such as neuro, peds and trauma
- Instrumental with hospital certifications
- Affiliation with globally recognized injury prevention organization

Benefits, continued

- Studies demonstrate the programs you provide are evidence-based
- Educational and supportive materials produced by Think**First** Foundation
- Training, support and a network of chapters
- Newsletters, updates on injury prevention issues
- Referrals from national office
- Chapter contact information on www.thinkfirst.org
- Web linking

Commitment

- Be realistic and build your outreach each year:
- One program per quarter, month or week
- Classroom, assembly or community event
- Build health educators, VIPs through grant funding

➤ *The more people you educate each year, the more you help in reducing traumatic injuries in your communities*

Help Reduce Injuries

Promote safety awareness through
education and school programming

Start a Think**First** Chapter

For More Information on ThinkFirst

ThinkFirst Foundation

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ThinkFirst International Injury Prevention Foundation

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