

PREVENTION COSTS VS. INJURY COSTS

**Think First reaches 1 million kids
and teens every year.**

The costs of providing the injury prevention programs of Think First are minimal when compared to the suffering and loss experienced by kids and teens who are victims of life-altering injuries.

Consider these costs:

- \$48.3 billion – annual costs of traumatic brain injury
- \$14,000—to treat each child wounded by gunfire
- \$109-\$142 million—lifetime medical costs savings if 85% of child cyclists wore helmets.

Conversely, the cost of providing injury prevention education to one child is approximately \$0.74.

Your tax deductible gift supports a network of **over 200 local chapters and satellite programs in 43 states** as well as internationally in Australia, Mexico, Canada, Chile, and Singapore. Since its inception, Think First Foundation has reached more than **6 million children and teens** with our life-saving prevention message.

Become a **Prevention Provider** today.

ORGANIZATION

The Think First Foundation headquarters is located in Rolling Meadows, Illinois.

The Foundation Board of Directors is comprised of leading neurosurgeons and corporate and community leaders, all of whom volunteer their time and expertise. An advisory committee of neurosurgeons and lay professionals, active in injury prevention, oversees the operational integrity of the program.

Our goals are to:

- serve the public by conceiving, developing, and distributing injury prevention education materials
- provide training at minimal cost to prospective program coordinators
- offer on-going training and technical support to chapter programs
- support public policy initiatives addressing injury prevention issues

Think First is supported entirely by voluntary contributions from individuals, corporations and foundations, and many other organizations. Think First Foundation is recognized by the IRS as a 501 (c) (3) charitable organization.

For more information, write or call the national office at:

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National Injury Prevention Programs



*Celebrating Our 10th Anniversary
1990 - 2000*



Think First Use Your Mind to Protect Your Body

The goal of Think First Foundation is to prevent traumatic injuries among young people by teaching them to think first and use their minds to protect their bodies.

Consider the kids and teens in your life as you reflect upon these statistics:

- *Nearly 25% of all significant brain injuries in children 14 years or younger are bicycle – related. Having children wear bicycle helmets every time they ride can reduce the risk of head injury by 85%.*
- *Drivers under age 25 have the highest death rate and the lowest safety belt usage rate.*
- *The highest per capita rate of spinal cord injury occurs between ages 16 and 30.*
- *Drowning is the second leading cause of death due to unintentional injuries among children and young adults (ages 1-24)*
- *Unintentional injuries result in nearly 70,000 deaths and millions of non-fatal injuries each year.*

PREVENTION PROGRAMS

Think First Foundation provides two comprehensive educational programs. *Think First for Kids* is offered in school classroom format and is designed to influence behavior early in a child's life. *Think First for Teens* is offered in assembly format as a reinforcement program. These age groups are targeted because injuries are the major cause of death and disability in young people.

THINK FIRST FOR KIDS

The program is designed to teach children in grades 1-3 proper safety behavior at an impressionable age that, hopefully, will last their entire lives. The classroom curriculum includes safety and injury prevention information related to bicycling, swimming, and other sports. There are also components on vehicular safety, conflict resolution, and safety habits around dangerous weapons.

THINK FIRST FOR TEENS

Think First for Teens offers a peer-to-peer presentation by young people who have sustained injuries and describe how their lives have dramatically changed since the injury. Students learn about brain and spinal cord anatomy, the physical results of injury, and proper bystander behavior at the scene of an accident. The program emphasizes that young people can lead full, exciting lives, but that personal vulnerability and the consequences of risk-taking must be considered.

HISTORY

The history of Think First Foundation can be traced to **1979** with the founding of a spinal cord injury prevention program for high school students at West Florida Regional Medical Center in Pensacola, Florida, followed by a similar program in Columbia, Missouri the next year.

1986: A national effort was well underway sponsored by the American Association of Neurological Surgeons (AANS) and the Congress of Neurological Surgeons (CNS).

1990: The name Think First was adopted as the program's identity, and a separate charitable foundation was formed.

A survey of programs revealed approximately 100 active programs and 1,000,000 kids and teens reached since 1986.

1992: Behavioral studies were undertaken and exhibited a transfer of knowledge from individuals after participation in the program.

1993: 200 local chapters reported which had reached 2,700,000 kids and teens since the program's inception.

1996: Think First for Kids curriculum was introduced.

1998: Think First underwent restructuring to promote implementation of programs and facilitate the communications network. Local chapters, satellites, and advocates were formed.

1999: State chapters were established to enhance the communications process.

