



Backgrounder

About Aviva Brain Day

Aviva Brain Day is a fun hands-on half-day program that incorporates lessons on neuroanatomy into injury prevention education for grade five students. Aviva Canada, one of the country's leading providers of home auto and business insurance, is the title sponsor of Brain Day.

Student volunteers from universities across Canada in neuroscience, education, nursing and medical faculties bring this program to classrooms during Brain Awareness Week with the help of local ThinkFirst chapters.

A new ThinkFirst pamphlet, "*Which Helmet for Which Activity?*" is being launched during Brain Awareness Week and supplied to all Aviva Brain Day participants. This pamphlet outlines the helmets recommended across a range of sport and recreational activities. To download your free copy, please visit www.thinkfirst.ca

About ThinkFirst Canada

- ThinkFirst Canada works to reduce traumatic brain and spinal cord injuries sustained by children and youth - through education, advocacy and work with research partners
- ThinkFirst Canada was founded in 1992 by renowned neurosurgeon, Dr. Charles Tator. He wanted to reach kids and youth before they landed on the operating table
- The need for injury prevention in Canada is undeniable - research shows that 90% of injuries are predictable and preventable
- ThinkFirst Canada has a small team of professional staff and 20 chapters across Canada led by volunteer neurosurgeons, nurses, injury survivors, educators and coaches
- ThinkFirst Canada develops its educational programs – like Aviva Brain Day – with a team of doctors, neuroscientists and educators, based on the most recent research in injury prevention. The aim of our programs is to empower kids, and those who care for them, to make smart choices
- ThinkFirst Canada encourages kids and youth to participate in the fun activities of childhood, to be active and to play safe. We also share life-saving information with the public by fitting and distributing helmets to kids, youth and community agencies
- ThinkFirst Canada is endorsed by the Canadian Neurosurgical Society, the Canadian Association of Neuroscience Nurses, the Canadian Congress of Neurological Sciences and the Canadian Spine Society
- To explore our work in depth, please visit our website at www.thinkfirst.ca