



Backgrounder

About ThinkFirst Brain Day and TD ThinkFirst for Kids

ThinkFirst Brain Day is a fun hands-on half-day program that incorporates lessons on neuroanatomy into injury prevention education for grade five students.

Volunteers from ThinkFirst Chapters, schools and universities across Canada in neuroscience, education, nursing and medical faculties help to bring our programs to classrooms across Canada.

ThinkFirst has launched a number of new fact sheets for Brain Awareness Week. For safe sport tips, including a new hockey fact sheet, visit thinkfirst.ca.

ThinkFirst Brain Day is funded in part by generous donations from Krembil Foundation and Medtronic Foundation. Thanks to TD Bank Financial Group for generous funding of the TD Think First for Kids program.

About Brain Injury

Injury is the leading killer of Canadian children and youth. More than half of these deaths are from brain injury. Each severe brain injury costs our health system almost half a million dollars at the time of injury and continues to cost the same amount every following year in health and social costs.

Concussion in sports and recreation has recently become a major health issue in many countries because it is now widely recognized that a concussion is a brain injury. Repeated concussions can lead to long term disability.

Research shows that 90 per cent of injuries are predictable and preventable. For example bike helmets can prevent up to 88 per cent of brain injuries when worn properly. It's estimated that each dollar invested in a helmet saves 30 dollars in social costs.

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. ThinkFirst Canada has a small team of professional staff and 19 Chapters across Canada led by volunteer neurosurgeons, nurses, injury survivors, educators and coaches.

ThinkFirst Canada develops its educational programs – like ThinkFirst Brain Day and the TD ThinkFirst for Kids program– 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.