

Brain injury is a leading cause of preventable death for children and youth in Canada. During International Brain Awareness Week—March 16-22nd, 2009—ThinkFirst Canada is asking for your help in forwarding important information about the brain and how to prevent injury.

ThinkFirst Canada, as a national injury prevention organization that works in partnership with the local medical community, educators, coaches, community-based organizations, corporate sponsors and volunteers and brain and spinal cord injury survivors, teaches children and youth about neuro-anatomy, how fragile the human brain and spinal cord are, and how we can all use our brains to protect our bodies from serious injury or even death, often by simply 'thinking first'.

**ThinkFirst Canada wants all Canadians to know that preventing injury isn't brain**



**We are grateful to our sponsors, like Aviva Canada, who make it possible for us to bring our important injury prevention message to kids across Canada**

**surgery. It only takes a moment to buckle your seatbelt or properly fit your bike helmet. But remember prevention is the only cure.**

Help spread the word about ThinkFirst's safety resources. Ask your local schools, community and health centres, and city councillors, MP, and MPP offices to incorporate ThinkFirst Canada's injury prevention messages in their newsletters. Together we can get lifesaving information into every Canadian's hands.

### WHAT YOU CAN DO TO PROMOTE BRAIN INJURY AWARENESS

- Download the new "Which Helmet for Which Activity" brochure available on the Aviva Brain Day page at [thinkfirst.ca](http://thinkfirst.ca). This safety resource details the standards to look for as families choose the right helmets for their sports and recreational activities.

- Remember: Most crashes aren't accidents, but predictable, preventable events. Change the way you speak about these events—and urge those around you to do the same—to change social perception. Sadly injury kills more young Canadians than any other cause and research suggests that the majority of these deaths could have been



avoided.

- Encourage kids to be active, but ensure they get proper training, wear the gear, and are able to effectively navigate risks.

- Be a role model: as parents, coaches and educators it is important to practice good safety habits like wearing a properly fitted helmet during appropriate activities, and buckling up in the car.

**To learn more visit [thinkfirst.ca](http://thinkfirst.ca) before you play!**



# MONEY RAISED BY AVIVA CANADA'S HALIFAX BRANCH PUTS HELMETS ON KIDS' HEADS



Presenting Aviva's \$5000.00 donation to community leaders

On March 4th, ThinkFirst Nova Scotia, in partnership with Aviva Canada and the QEII Health Sciences Centre's Division of Neurosurgery, hosted a winter helmet safety event and helmet giveaway at a local's school winter carnival. Chapter Directors, Dr. Simon Walling and Dr. David Clarke led the event with Chapter Coordinator Lynne Fenerty and Mary Hickey of Aviva Canada, teaching youth how to safely participate in the winter activities they love. The event was a huge success: participating students had a safe fun-filled day; their school received free helmets; and the ThinkFirst/Aviva injury prevention message reached a broader audience thanks to the media coverage the event garnered.

Heartfelt thanks go to Mary Hickey, an Aviva Canada volunteer from Aviva's Halifax branch, who spearheaded the fundraising campaign in her offices to raise \$5000.00 for ThinkFirst Nova Scotia. The money raised was used to purchase 87 skating and tobogganing helmets for inner-city schools. The remainder of the funds has been converted into vouchers from Cleeve's Sporting, a local sporting goods store that is offering helmets for this initiative at a discounted rate. These helmet vouchers will be distributed among Halifax Regional Municipality (HRM) schools.

## WHICH HELMET FOR WHICH ACTIVITY?

ThinkFirst Canada has created a new safety resource called "Which Helmet for Which Activity". This informational brochure details the standards to look for as families choose the right helmet for their sports and recreational activities. This resource was designed by ThinkFirst Canada's Concussion Education and Awareness Committee and National Injury Prevention Program Manager, Sandy Wells. This resource was made possible through funding from Aviva Canada. To download this bilingual brochure, please visit [thinkfirst.ca](http://thinkfirst.ca)'s Aviva Brain Day page!

### Which Helmet for Which Activity?

[thinkfirst.ca](http://thinkfirst.ca) before you play

#### Wheeled

	Recommended Helmet	Face Shield?	Certification
BICYCLING, SCOOTERING (LOW-SPEED)	BICYCLE HELMET		CSA, CSPC, Snell B-95, N-94, ASTM 1447, F-1898
BMX CYCLING	OFF-ROAD BICYCLE HELMET	YES	CPSC, ASTM F2032
IN-LINE SKATING, ROLLER SKATING	BICYCLE HELMET, IN-LINE SKATING, OR SKATEBOARD HELMET		Recreational: CSA, Snell B-95, ASTM F-1446/F-1447, CSPC Aggressive: ASTM 1492, Snell N-94
SKATEBOARDING	SKATEBOARD HELMET		ASTM F1492, Snell N-94, CEN certified

#### Field Sports

	Recommended Helmet	Face Shield?	Certification
FOOTBALL	FOOTBALL HELMET	YES	NOCSAE ND002, ASTM F717
LA CROSSE	LA CROSSE HELMET	YES	CSA approved hockey helmets
BASEBALL, SOFTBALL, T-BALL	BATTER'S OR CATCHER'S HELMET	CATCHER'S	Batter's: NOCSAE ND022, ND22 Catcher's: NOCSAE ND024, ND24

#### Ice and Snow Sports

	Recommended Helmet	Face Shield?	Certification
ICE HOCKEY	ICE HOCKEY HELMET	YES	CSA with compatible CSA-approved face shield
SKIING, SNOWBOARDING	SKI OR SNOWBOARD HELMET		CSA Z263.1-2008, ASTM F2040, CEN 1077, Snell RS-98 or S-98
ICE SKATING, SLEDDING	ICE HOCKEY HELMET	YES	CSA

- Cycling - Wear a certified cycling helmet. Remember to replace your helmet if you have been in a crash, it is not designed to protect you a second time.
- Skateboarding, In-line skating and Scooters - Because falls are common in these activities, helmets for skateboarding, in-line skating and scooters should cover the back of the head to better protect against backward falls and withstand multiple impacts. A skateboard or in-line skating helmet should not be used for bicycle riding unless specified on the label. No specific standards have been set for scooter helmets.
- Multi-sport helmets - Some helmets are marketed as "multi-sport" meaning they meet safety standards for more than one activity (such as skateboarding and in-line skating). Be sure the helmet you buy has been tested for the activities you will be using it for.
- Field Sports - Team field sports, such as football, baseball/softball and lacrosse, have helmets specific to the kinds of hazards each sport presents. Football and lacrosse require face protectors on helmets because of the level of contact between players and equipment.
- Hockey - These multiple impact helmets are intended to protect your head from impacts due to falls on ice and collisions with the boards. Hockey helmets are also recommended for ice skating and tobogganing.
- Skiing and snowboarding - Ski helmets can be single- or multiple-impact helmets (check the manufacturer's label) and cover more of the back of the head than a bicycle helmet.
- Ice skating and Sledding/ Tobogganing - While specific ice skating and sledding helmets have not been developed, ice hockey helmets (skating and sledding) and ski helmets (sledding) are an option because they are designed to protect the head in all directions in icy conditions.

\*WEAR AND USE HELMETS AS RECOMMENDED BY MANUFACTURER. HELMETS CANNOT PREVENT ALL HEAD INJURIES IN ALL SPORTS.

Visit [thinkfirst.ca](http://thinkfirst.ca) to download this resource or for more information on Sport Smart programs, head injury prevention, and concussion awareness. This information card has been distributed through a grant from Aviva Canada.



# BRAIN INJURY FACTS



occur while participating in sports and recreational activities. Moreover, boys and men are affected four times more frequently than girls and women

- The brain is very fragile—it has the consistency of jell-o, protected by a skull no thicker than a pencil, making it particularly vulnerable to injury

## Did you know?

- Injury is the leading killer of Canadian children and youth under 20, with traumatic brain injury accounting for more than 50 per cent of these deaths
- Each brain injury costs our health system about \$400,000 at the time of injury. Severe brain injuries continue to cost about \$400,000 per year in health and social costs. But it's the emotional burden on survivors and families that is beyond measure
- Though they make up only 17 per cent of the Canadian population, 30 per cent of all traumatic brain injuries are sustained by kids and youth
- Many of the traumatic brain injuries sustained by kids and youth
- Damage to the brain can rarely be repaired and life after a brain injury is never the same. In some cases, a single concussion can have lifelong consequences

## There is good news:

- Researchers estimate that ninety per cent of injuries are predictable and preventable
- Avoiding a serious brain injury could be as simple as wearing a properly fitted helmet:
  - Bike helmets can prevent up to 88 per cent of brain injuries when used properly
  - Skiers and snowboarders who wear helmets reduce their risks for head injury by 60 per cent



are healthy, active, and enjoying all the fun activities of childhood. Injury prevention doesn't mean hibernation. It means ensuring kids are trained to play safely, are wearing the gear, and using their brains to navigate risks

**Remember: the solution to brain injury in Canada is not brain surgery. Prevention is the only cure!**

**To learn more visit [thinkfirst.ca](http://thinkfirst.ca)**

## BrainWaves Contributors

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- Furthermore, researchers estimate that for every dollar invested in a helmet, \$30 are saved in social costs
- ThinkFirst Canada wants to ensure our kids



# AVIVA BRAIN DAY AND BRAIN AWARENESS ACTIVITIES ACROSS CANADA



This Spring, ThinkFirst's Aviva Brain Day program is making its way into more grade five classrooms than ever before. This fun, hands-on program that ties lessons

on neuroanatomy to brain injury prevention education is set to reach more than 10,000 students with the help of about 1000 volunteers.

## 2009 has been an amazing year of development for Aviva Brain Day:

- The program has expanded to more provinces and cities across Canada with the help of our Chapters— Aviva Brain Day will be delivered in the provinces of British Columbia, Saskatchewan, Québec and New Brunswick for the first time this year. Our Hamilton, ON Chapter, together with McMaster university, have also brought the program to grade fivers in the Hamilton region.
- Aviva Brain Day has continued to grow in Calgary, Winnipeg, Toronto,

London, Kingston, Ottawa and North Bay.

- For the first time, the program is being delivered in French in classrooms in Saskatoon, Ottawa, and Montréal.
- ThinkFirst Canada has put together a Brain Awareness Campaign that will showcase Aviva Brain Day and other ThinkFirst safety resources in the media. Special thanks to our regional spokespeople from Vancouver to Moncton and founder, Dr. Charles Tator, who represents ThinkFirst Canada nationally in the media.
- Aviva volunteers from across the country are helping expand our reach by supporting the delivery of the Aviva Brain Day program as well as promoting our safety message through their communities.

In addition to the growth of this important program, our Chapters have also planned an array of complementary brain injury awareness events to mark Brain Awareness Week (March 16-22) and beyond:

- ThinkFirst BC will be at the Telus Word of Science March 21-22 distributing safety resources and prizes while leading the public through brain awareness activities.
- ThinkFirst Saskatoon will be at the City Hospital Atrium on March 22<sup>nd</sup> from 1-4pm hosting Brain Blast. Sure to be a fun afternoon of learning, this event has activities for kids of all ages, including face painting and a virtual brain maze tour.
- ThinkFirst Manitoba will be at Assiniboine Park on May 31<sup>st</sup> as part of the Children's Hospital's Teddy Bear Picnic distributing safety resources.
- ThinkFirst Nova Scotia will continue to distribute vouchers for free helmets to Halifax Regional Municipality schools, thanks to the fundraising efforts of the local Aviva Canada branch.

## Thank You Krembil Family Foundation and Medtronic

Our deepest thanks to Aviva Brain Day's other generous sponsors and to the Krembil Family Foundation - The Krembil Family Foundation has been a long-time supporter of ThinkFirst Canada.

Thanks to Medtronic for supporting Aviva Brain Day growth.

Our heartfelt thanks to all our Sponsors who help our lifesaving message reach kids across the country:

Aviva Canada	TD Bank Financial Group
Krembil Family Foundation	Ronal McDonald House Charities
Medtronic Foundation	Imperial Oil

Yes, I want to help prevent brain and spinal cord injuries in Canadian children and youth. I would like to support ThinkFirst Canada in the amount of \_\_\_\_\_.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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Method of payment:

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VISA Card number: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Expiry Date \_\_\_\_\_

Signature: \_\_\_\_\_

*All donations over \$10 are eligible for a charitable tax receipt. Please make all cheques payable to **ThinkFirst Foundation of Canada**.*