

thinkfirst



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CANADA
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BrainWaves

THINKFIRST CANADA

A CHARITABLE ORGANIZATION DEDICATED TO BRAIN AND SPINAL CORD INJURIES

TD ThinkFirst For Kids



We are delighted that so many schools across Canada have integrated ThinkFirst Canada's life-saving injury prevention information in their classrooms. TD ThinkFirst for Kids remains ThinkFirst's longest running and award winning school based program for students in grades K-8. The program teaches students how to

think *first* and play safely to avoid brain and spinal cord injuries. Tying basic neuroanatomy to injury prevention lessons that cover vehicular, pedestrian, cycling and playground safety, TD ThinkFirst for Kids teaches students the importance of critical thinking and managing risks. These lessons will become even more relevant during 2011 – the global year for road safety. With this program students are empowered to use their minds to protect their bodies while also understanding the life altering consequences that traumatic brain and spinal cord injury can have on a life, a family and a community.

I ThinkFirst! Contest Announcement

TD and ThinkFirst are pleased to introduce the 'I ThinkFirst!' contest. Through our longtime partnership with TD we have been promoting child safety across Canada through the dissemination of our school based program. Building on students' knowledge of TD TFFK, we would like to invite these kids across Canada to tell us why they *think first*.

We invite students (Canadians under the age of 18) to submit creative art projects explaining in their own words how and

why they *think first*. These art projects can include photos, paintings, videos, poems, posters, short stories, songs or collages. These testimonial creative art projects will highlight the importance of brain and spinal cord injury prevention to be featured on the ThinkFirst Website, secondary social networking sites, and in media releases. For example, students can submit video clips demonstrating proper helmet use as outlined in TD TFFK lesson plans.

By submitting a creative art project,

entrants have the chance to win helmets for themselves or helmets for their entire class. We believe this awareness campaign and contest will help make childhood injury top of mind for Canadians. This contest is intended to support healthy active living while also serving as a campaign that educates kids, families and communities about safe sport and recreation participation, such as helmet use. Visit <http://thinkfirst.ca/ithinkfirst/index.aspx> for contest details.

I ThinkFirst! contest announcement

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Enter your:

- picture
- video
- poem
- short story
- photograph
- song
- poster
- collage

ThinkFirst Canada is thrilled to know that TD ThinkFirst for Kids has made its way into schools across Canada. We want to know what you do to stay safe.

Tell us how you ThinkFirst at school, at home, and on the road.

Send us your creative projects and you could win helmets for your entire classroom.

Visit thinkfirst.ca for contest details.



A Message from ThinkFirst Executive Director

Injury is an epidemic in Canada and the leading killer of young people. Moreover, research tells us that as many as 90% of injuries are predictable and preventable. Beyond high costs to our health and social systems, the emotional burden to families is beyond measure. Transport related incidents are the leading cause of injury death for children and youth. The most frequent cause of road incident related death is major traumatic brain injury. **A brain injury can permanently change the way a child, or an adult, talks, walks, learns, works and interacts with others.**

2011 is the Global Year of Road Safety and we encourage Canadians to follow the rules of the road and consider vulnerable road users. Our

vision is to help every child and family develop and maintain safety habits that will minimize their risks of injury – including sustaining a serious brain or spinal cord injury. At ThinkFirst Canada we believe that the best defense against injury is prevention. This does not mean hibernation. **It means healthy active safe transportation – including getting trained, wearing the gear, and using wisdom to navigate risks.**

Students exposed to TD TFFK are empowered to use their minds to protect their bodies, while also understanding the life-altering consequences traumatic



brain and spinal cord injuries can have on a life, a family, and a community. We strive to make the TDFFK learning experience fun and meaningful. That's why a component of our curriculum involves parents and caregivers. Helping children to stay safe and assessing their application of safety information will help ensure your child develops healthy habits that will last a long lifetime. Distribution of this program is made possible by the generous support of TD Bank Group. To learn more about our vision, programs, and community activities in your area, please visit us online at thinkfirst.ca.

Rebecca Nesdale—Tucker, B.A., M.S.W
Executive Director, ThinkFirst

ThinkFirst Canada Staff

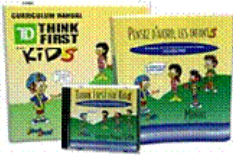
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Deirdre Dimitroff	National Program Coordinator
Midori Miyamoto	Manager, Communications & Administration
Rebecca Nesdale-Tucker	Executive Director
Paula Tymchyshyn	National Program Coordinator
Amy Wang	Bookkeeper

Visit thinkfirst.ca for information about our Chapter and Board Members!

THANKS TO OUR SUPPORTERS INCLUDING:

TD Bank Group
Krembil Foundation
Foster Hewitt Foundation
Hockey Canada
Imperial Oil
Medtronic Foundation
MLSE Team Up Foundation
Ontario Neurotrauma Foundation
Dr. Pashby Sports Safety Fund
Reebok- CCM
Ronald McDonald House Charities
Tridel
Scotiabank

Special thanks to Fred Roberts, Creative Director,
McDonnell Haynes for BrainWaves new look.



The TD ThinkFirst For Kids curriculum based program has been distributed across the country

with great success! Teachers, public health workers, and other prevention organizations continue to request the resource and to offer positive feedback.

For example, over 100 bilingual program sets have been mailed out within the last month and our injury prevention message continues to strengthen.

Children, along with enthusiastic principals, teachers, and parents, in Fort St. James, British Columbia right through to Charlottetown, PEI, have been enjoying the program's interactive

TD ThinkFirst For Kids—Distribution

focus:

"This program is really great. There was such a positive response from the students when I did the presentation. The activities worked really well and the kids loved the video. Also, the support from other teachers and principals - they really loved watching the kids get involved and they are really supportive of the program."

—M.C., Northern Brain Injury Association.

Please let us know how it is working in your area.

Stay Tuned!

TD TFFK is working with public health outreach workers and children focused support groups to create a TD TFFK Quick Tips guide. This will accompany all program age group sets for a quick and easy reference to key lessons and successful activities by users to match program highlights to their group's needs and goals. The Quick Tips guide will help teachers and organizations alike to encourage kids in their communities to *think first*, stay safe, and have fun!

How to Order Your TD ThinkFirst for Kids

TD ThinkFirst for Kids is available free of charge to educators and public health agencies. To order your copy please visit us online or contact us at admin@thinkfirst.ca.

Here are some other resources available for purchase:

- Smart Hockey DVD
- A Little Respect DVD
- Smart Soccer Booklet (bilingual)
- Egg Helmets
- Gelatin Brain Mold
- 2V1 Helmet Fitting Cards (French or English available)
- Which Helmet for Which Activity (bilingual)
- Post Cards – "Think about all that goes into a helmet"
- Stickers
- Waterless Tattoos
- Medium posters (12" x 18")
- Large posters (18" x 24")

Follow Us!

In an effort to keep our champions, supporters, donors, and ThinkFirsters up to date regarding on-goings at ThinkFirst, we've started a YouTube channel, as well as a twitter feed. If you'd like to join in on the action, read,

or watch updates in the injury prevention world, go to <http://www.youtube.com/user/ThinkFirstCa> to subscribe to our YouTube channel and <http://twitter.com/ThinkFirstCa> to follow our tweets. Don't have time to check out our web page daily? Then twitter is perfect for you; you will receive tweets on only the most pertinent information in real time. Looking for something more visual? Then you'll love our video posts

on our YouTube account. Remember, it's never too late to join in on social networks, just ask your grandkids. Send us your feedback on these sites to national@thinkfirst.ca.





TD ThinkFirst for Kids Content Updates

At the end of 2008, thanks to generous funding from TD Bank Group, TD ThinkFirst for Kids Kindergarten Wonderers and Grades 1, 2, 3 Discoverers manuals received updates to reflect the legislative changes around booster seat laws in Canada. After years of advocacy on the part of ThinkFirst Canada and our colleagues in injury prevention, the legislative tide finally turned on a number of injury prevention issues. Chief among those

were new booster seat laws passed in provinces across Canada, including British Columbia, Ontario, Quebec, Newfoundland and Labrador, New Brunswick, Nova Scotia, and Prince Edward Island. Provincial laws make booster seats mandatory for school aged children who have outgrown their car seat, but are not well protected by seatbelts alone. Both our Kindergarten and Grades 1, 2, 3 programs now include booster seat information; in

addition, we've also updated best practices around playground safety, and have enhanced the program by adding a new educational unit on bike safety to the Kindergarten curriculum entitled "Hard Heads." ThinkFirst is pleased to report that CD-ROM versions containing the legislative updates have been distributed to all schools and public health agencies who ordered the resource over 2007 and 2008 to ensure they have access to the most up to date information. For important information concerning program changes please read on.

Why car / booster seats and not seat belts alone?

- Car seats can reduce the risk of death by 71 per cent for infants under age 1 and 54 per cent for children ages 1 to 4.
 - Car seats reduce the risk of hospitalization by 67 per cent for children age 4 and under when involved in a crash or collision.
 - Booster seats provide 59 per cent more protection than seat belts alone.
 - **Car seats must be installed properly and used correctly every time:** An estimated 44-81% of car and booster seats are not used correctly, and this puts children at risk.
-

When does a child need a booster seat?

When does a child need a booster seat?

- Once a child has outgrown the height or weight limit of their forward facing car seat.
- Once a child is at least 40 pounds (18 kg).
- Until the seat belt fits a child correctly, around age 9.

Examples of laws:

Nova Scotia booster seat legislation:

As of January 1, 2007, children who

are over 40 pounds (18 kilograms) must ride in a booster until they are 9 years old OR until they are a minimum of 4 feet, 9 inches (145 cm) tall. For more information on the law, please visit: www.gov.ns.ca

British Columbia booster seat legislation:

As of July 1, 2008 children must ride in a booster seat until they are a minimum of 9 years old OR until they are a minimum of 4 feet, 9 inches (145 cm) tall.

For more information on booster seats:

AORP: www.boosterseats.ca
NITSA (USA): <http://www.nhtsa.dot.gov/>
NORP: <http://www.ccmta.ca/english/committees/rsrp/norp/norp.cfm>
SKC: www.safekidscanada.ca
Transport Canada: <http://www.tc.gc.ca/roadsafety/safedrivers/childsafety/car/cartime/stage3.htm>

Playground Safety

To stay safe on the play structure, drawstrings should be **removed** from children's clothing. This reduces the risk of strangulation.

Helmets should never be worn on the play structure as helmets can get caught in equipment putting children at risk for strangulation.

Research shows that to promote child safety, playgrounds should be built and maintained according to the national standard published by the Canadian Standards Association. Key features should include fall prevention and soft surfaces (such as rubber crumb, sand, or woodchips) in case of falls.

Kids should use the structure that is suited to their age group. **For information on CSA standards please visit www.csa.ca.**

Hard Heads

The "Hard Heads" educational unit is an augmentation to TD TFFK's "Kindergarten Wonderers" by the Island Network for Injury Prevention (INIP) and ThinkFirst PEI. This bicycle helmet safety program teaches youngsters about the importance of head protection while cycling. According to data, 50,000 children are injured in bicycle incidents annually. There is good news: **Bicycle helmets can prevent up to 88% of brain injuries when used properly.**

The goal of the "Hard Heads" program is to teach kindergarteners about the importance of the brain and spinal cord as well as the principles of thinking first when cycling. These lessons help children develop positive safety habits that will last a lifetime.

Delivered to more than 1200 students in Prince Edward Island by kindergarten teachers since piloted in 2005, the "Hard



Heads" program was recently evaluated in a research study led by Dr. Michael Cusimano from St. Michael's Hospital in Toronto. This study found that knowledge increased significantly between the pre and immediate post test following the program and that this

knowledge remained for at least one month following instruction. Findings from this research have been presented at Canadian and international injury prevention conferences.

With national distribution, ThinkFirst will expand the opportunity for evaluation of "Hard Heads." This will help ThinkFirst gain valuable insight into how the program is being used, which will allow ThinkFirst to keep the program relevant and sustainable moving forward. With Hard Heads as a national program, we can devote our expertise to ongoing development and promotion in school boards and public health units across Canada.

This important educational unit will be available online as an enhancement to the *TD ThinkFirst for Kids* curriculum program. For a free copy, please contact us at admin@thinkfirst.ca.



Dr. Charles Tator ThinkFirst Canada Lectureship and Program Development Fund

ThinkFirst is recognized as a Canadian leader in injury prevention. We promote safe play and safe sport, perform research in injury prevention, and enhance public awareness about safety. We have been successful due to the passion, dedication and commitment of our staff, Board members, past and present, and also our army of volunteers.

ThinkFirst's work is not done; injury remains the leading cause of death for young Canadians.

In 2008, ThinkFirst's Board of Directors honoured Dr. Tator's contribution to injury prevention by creating the Dr. Charles Tator ThinkFirst Canada Lectureship and Program Development Fund. Our goal is to raise \$500,000 to fund an annual public lecture to continue our innovative programs. The lectures will focus on the latest research in injury prevention and aim to enhance public understanding of the serious consequences of preventable injury; **brain and spinal cord injuries represent 50% of all fatal injuries**. The fund will support the continuing development and dissemination of ThinkFirst's leading edge school-based and community programs for injury prevention.

It would please us greatly if you choose to participate in this worthy project. We have had a real impact on reducing death and preventing disability among children and youth, and with your help we can do more. **The best defense against injury is prevention – it's the only cure.**

Yes, I wish to contribute to the *Dr. Charles Tator ThinkFirst Canada Lectureship and Program Development Fund Campaign!*

Donor Name (as it should appear on official charitable tax receipt for income tax purposes) :

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Email: _____

I would like my donation to remain anonymous.

Donation:

\$500 \$1000 \$1500 Other _____*

*Donations \$20.00 or more will be receipted

Method of Payment:

Secure online donation through www.CanadaHelps.org, including gifts of securities.

By Cheque made payable to the **ThinkFirst Foundation of Canada**

By VISA Card # _____, Card Expiry _____/_____

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I reserve the right to renegotiate the conditions of this pledge should our circumstances change. In the event that this occurs, I will inform the ThinkFirst Foundation of Canada in writing.

Signature: _____ Date: _____

Please detach lower portion and return completed form to:

ThinkFirst Foundation of Canada, 750 Dundas St W, Suite 3-314, Toronto, ON, M6J 3S3
Charitable Registration # 13927-4302-RR0001

ThinkFirst Canada / Pensez d'Abord Canada

750 Dundas Street West, Suite 3-314 Toronto (ON) M6J 3S3 Telephone: 1-800-335-6076 Fax: 416-603-7795 thinkfirst.ca
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Thank you to all of our
donors, supporters,
participants, partners and
volunteers who have
contributed to making Canada a safer
place through injury prevention.

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If you would like to donate to help make Canada a safer place, please visit thinkfirst.ca and click on "Donate now." Alternatively, cheques can be made payable to the ThinkFirst Foundation of Canada:

750 Dundas Street West, Suite 3-314
Toronto, ON M6J 3S3

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