Educational Programs for Injury Prevention

Kelli Jankens, MBA, CPST
Chapter Director, ThinkFirst MidMichigan
State Chapter Director, ThinkFirst Michigan

www.thinkfirst.org
Traumatic Injury

- Leading cause of death for children, teens and young adults
- Due to vehicle crashes, violence, falls and sports
- Brain and spinal cord injuries are among the most devastating, leading to permanent disability and death

Most injuries are preventable!
Mission

ThinkFirst’s mission is to prevent brain, spinal cord and other traumatic injury through education, research and advocacy.
ThinkFirst Components

- Educational programs for all grades
- Reinforcement
- General public education
- Public policy initiatives
Programs

ThinkFirst! For Kids

ThinkFirst! For Youth

ThinkFirst! For Teens

In select chapters:

- ThinkFirst For Your Baby
- ThinkFirst For Life: Falls Prevention
ThinkFirst For Kids
ThinkFirst For Youth
Community Events
ThinkFirst For Teens
ThinkFirst For Teens Components

• Presentation by Injury Prevention Specialist -- Explaining HOW Injuries Affect Us
• Explain the causes of injuries and the importance of safe choices
VIPs: Voices for Injury Prevention: share their personal story as to how their injury occurred, how it has affected their life, and how it could have been prevented

www.thinkfirst.org
ThinkFirst Saginaw, 2010
ThinkFirst at CMU Brain Awareness Week

www.thinkfirst.org
Sam Howell, TBI, Distracted Driving
Chad Kolb, Quadriplegic, Diving Injury
Nick Cramer, drunk driver, paraplegic
Western Middle School Assembly
Partners: Students at SVSU
Partners: Yvonne Brantley, MSP
Partners: Sports Players
Partners: EMS and First Responders
Partners: MoDOT

I've been in wrecks. Before but this one was different. I didn't have my seatbelt on. In fact, I took it off right before the crash. I have to live with that decision for the rest of my life. I'm paralyzed. From the neck down and now I have to use a wheelchair. Baseball and I miss building dad.

I'll never forget that day. It was the day before graduation. I thought I was invincible. I was wrong. I'm paralyzed from the middle of my chest down. My mom told me not to talk. I wish I could take speed. It's hard seeing their parents and the pain they are going through. I should have had my seatbelt on. I should have listened to my parents. I should have stopped my friend from drinking drunk. I remember waking up and not being able to feel my legs. I am only 15.

Woudla, coulda, shoulda.

Life's too short to have regrets. So, always wear a seatbelt. Never drink and drive. And always think first to protect your body.

www.thinkfirst.org
Partners: IDOT

Buckle up
Drive sober
Watch your speed
ThinkFirst
Injuries are Preventable!

Saved by the Belt? Saved by ThinkFirst? Tell us your story at www.thinkfirst.org
Partners: ThinkFirst International
Other Partners and Programs:

- **Michigan Trauma Coalition**: Dedicated to reducing traumatic injuries while developing better care and treatment of trauma patients in Michigan.

- **Teen Safe Driving Coalition**

- **Drive it HOME**

- **SAFE KIDS MidMichigan**

- **Impact Teen Drivers**

[www.thinkfirst.org](http://www.thinkfirst.org)
What is the impact of ThinkFirst For Teens?

Teen Survey
Pretest-posttest Evaluation
Gerhardstein, 2006

• Three Chicago suburban high schools
• 500 students, grades 9/10
• Pretests – presentation – posttest
• Knowledge, attitudes, stated behaviors
• Evaluation 3 months later
Safety Belt Use

How often do you (now plan to) wear a safety belt?

- Only if I have to: 5% (Pre-Test), 4% (Post-Test)
- Sometimes: 10% (Pre-Test), 5% (Post-Test)
- Most of the time: 38% (Pre-Test), 22% (Post-Test)
- Always: 46% (Pre-Test), 69% (Post-Test)
Injuries are:

- Not preventable: 5% (Pre-Test), 2% (Post-Test)
- Sometimes preventable: 27% (Pre-Test), 15% (Post-Test)
- Often preventable: 46% (Pre-Test), 33% (Post-Test)
- Almost always preventable: 22% (Pre-Test), 49% (Post-Test)
I think making safe choices to protect myself from injury is:

- **Not important**: Pre-Test 2%, Post-Test 2%
- **Somewhat important**: Pre-Test 18%, Post-Test 9%
- **Important**: Pre-Test 45%, Post-Test 33%
- **Very important**: Pre-Test 34%, Post-Test 56%
What Has Influenced You Most?

What has influenced you the most in making safe choices?

- Facts on injury prevention: Pre-Test 34%, Post-Test 26%
- Potential for a ticket: Pre-Test 15%, Post-Test 7%
- Hearing from someone who has been injured: Pre-Test 51%, Post-Test 67%
For More Information

ThinkFirst National Injury Prevention Foundation
Debby Gerhardstein, Executive Director
1-800-THINK56
thinkfirst@thinkfirst.org

www.thinkfirst.org