

BrainMinders™ helps prevent Brain Injury. New educational programs are being developed for Public Awareness of Brain Injury, Disorders, and Disabilities

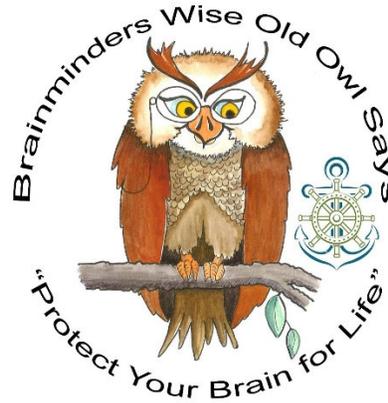


In 2001, Pilot International developed their signature project, "**BrainMinders™** – **Protecting Your Brain for Life**". This program was created to reduce the CDC Statistic...*51 people die every day from TBI related injuries.*

“The annual economic impact from this often preventable injury is in the billions of dollars in medical and workers compensation. Brain injury is more prevalent than most well-publicized diseases, it is second to heart disease.

The award-winning **BrainMinders™** programs feature safety tips for children and are presented by Pilot Clubs around the world. Over 720,000 books are in circulation.

www.pilotinternational.org



BrainMinders is the signature project for Pilot International focused on traumatic brain injury and brain disorders. The project encompasses a public service campaign designed to promote brain awareness; prevention education programs for children and adults; workshop and speakers bureau materials; a partnership with Project Lifesaver, a tracking program; and support for brain-related programs.

The script is portrayed with puppets. This program includes a sixteen-page activity book that parents may read with their students.

The response to this program has been a positive reinforcement of the value of this program. Many of the clubs have been requested by their local school districts to schedule programs one to two years in advance.

The **BrainMinder Buddies™** program structures injury prevention “Play Safe, Play Smart” through the story “Wise Old Owl and his Fuzzy, Funny, Smart and Sunny BrainMinder Buddies”.

The Cast of Characters

Character: They teach about

Wise Old Owl: The Brain

Gerald Giraffe: Helmet Safety, ATV, Trampoline Safety

Penny Panda: Car Seat Safety, Button Batteries, Winter Fun

Martin Monkey: Playground Safety, Furniture tipping,

Fiona Fox: Street Wise and Cell Phone Use, Stranger Danger,

Diego Dalmatian: Fire Safety, Bus Safety, Electrical Safety

Danny Deep, the Pilot Fish: Swimming

Toolip Pig: Emergency 911, Household Safety. Poisoning

Brave Bob Beagle: Gun Safety, Farm Animals, Concussions in Sports, Lightning, Tornado

Hero Horse: Horseback Riding Helmet Safety

Captain Kitty: Personal Fitness, Boat Safety

Charlie Chicken: Bullying

Bully Bulldog: Bullying

BrainMinders™ Facts

- The primary goal of the *BrainMinders™* program is to dramatically decrease the number of brain injuries.
 - Traumatic brain injury (TBI) is a major cause of death and disability in the United States.
 - TBIs contribute to about 30% of all injury deaths. Every day, 153 people in the United States die from injuries that include TBI.
 - Those who survive a TBI can face effects that last a few days, or the rest of their lives.
 - Effects of TBI can include impaired thinking or memory, movement, sensation (e.g., vision or hearing), or emotional functioning (e.g., personality changes, depression).
 - These issues not only affect individuals but can have lasting effects on families and communities.
 - In 2012, an estimated 329,290 children (age 19 or younger) were treated in U.S. for TBI related injuries.
 - Brain injury is the most frequent cause of death among young people.
 - No one is immune from brain injury.
 - The only defense against brain injury is prevention education.
- Pilot International's public service campaign, *BrainMinders™* is focused on providing prevention education to the general public, children, caregivers and professionals in the community.
 - Pilot International, founded in 1921, is a service organization. For nearly one hundred years local, national and international communities have benefited from Pilot International's involvement.
 - Since 1991, Pilot International has raised millions of dollars in financial support of charities and organizations benefiting brain disabilities and disorders.
 - Pilot International Founders Fund has awarded over \$1,100,000 in grants assisting Pilot club communities and scholarships for individuals pursuing careers in research, medicine and therapy for brain disorders and disabilities.
 - Pilot International has funded grants to Pilot clubs to activate *BrainMinders™* public service campaign in their local communities and to introduce the *BrainMinder™ Buddies* program to children between the ages of three and ten-years old. Programs for youth and senior citizens are also available.
 - Pilot International's *BrainMinders™* campaign is expanding each year to broaden the educational programs and public service opportunities.
 - The rates of TBI-related hospitalizations in youth 5–14 years of age decreased by more than 50% between 2001 and 2010.

“Protecting Your Brain for Life.”



**Presents
The National Award-Winning**


**BrainMinder™
Buddies!**



**Presented by
(insert club name and contact
information)**