



Organizing a Brain Safety Fair: Making a Difference

Sam Pierce, PT, PhD, NCS
Widener University, Institute for
Physical Therapy Education
June 23, 2009

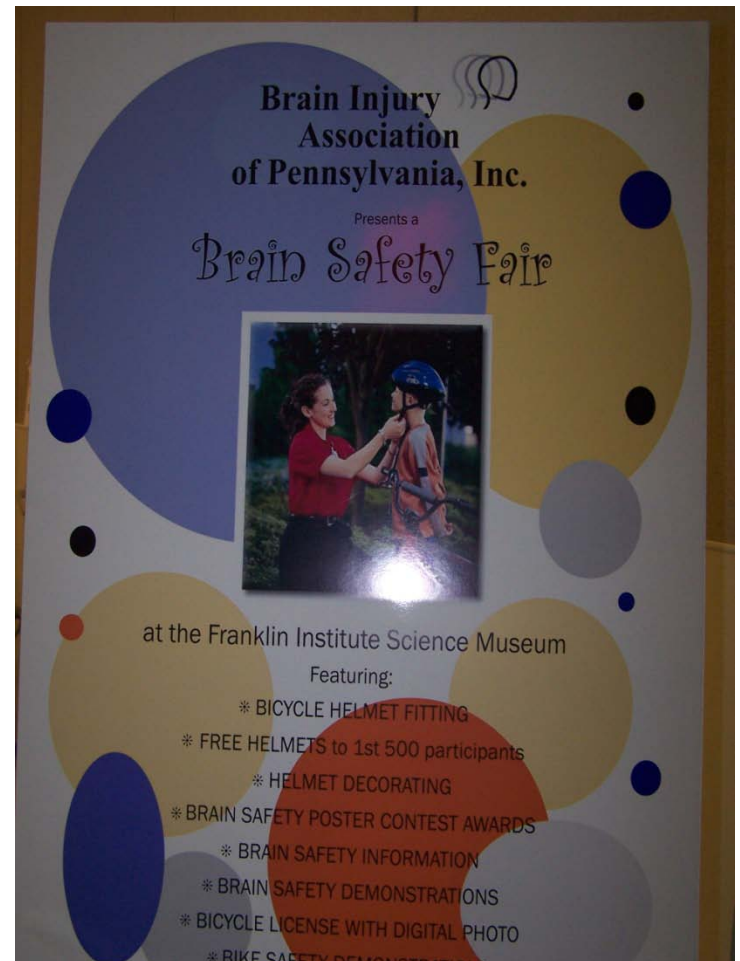


Objectives

- Upon completion of the presentation, participants will:
 - Be able to identify strategies for recruiting volunteers and identifying an appropriate venue for a Brain Safety Fair.
 - Be able to develop educational stations regarding brain function and safety which are appropriate for the general public.
 - Be able to identify strategies for collecting outcomes data from Brain Safety Fair participants which provide evidence for the effectiveness of the educational stations.

Overview

- Organizing a fair
- Choosing a venue
- Recruitment of volunteers
- Budgeting
- Station management
- Outcomes measurement
- Publicity





Statistics

- “About 540,000 bicyclists visit emergency rooms with injuries every year. Of those, about 67,000 have head injuries, and 27,000 have injuries serious enough to be hospitalized.
- 1 in 8 of the cyclists with reported injuries had a brain injury.
- Two-thirds of the deaths here are from traumatic brain injury.
 - Direct costs of cyclists' injuries due to not using helmets are estimated at \$81 million each year, rising with health care costs.
 - Indirect costs of cyclists' injuries due to not using helmets are estimated at \$2.3 billion each year. “



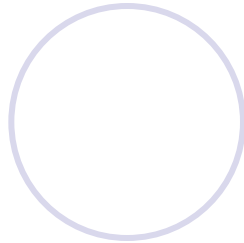
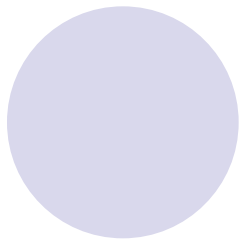
PA Law

- **Section 3510. Pedalcycle helmets for certain persons.**
 - (a) General rule.--** A person under 12 years of age shall not operate a pedalcycle or ride as a passenger on a pedalcycle unless the person is wearing a pedalcycle helmet meeting the standards of the American Standards Institute, the American Society for Testing and Materials, the Snell Memorial Foundation's Standards for Protective Headgear for Use in Bicycling or any other nationally recognized standard for pedalcycle helmet approval. This subsection shall also apply to a person who rides:
 - (1) upon a pedalcycle while in a restraining seat attached to a pedalcycle; or
 - (2) in a trailer towed by a pedalcycle.

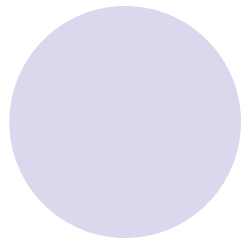
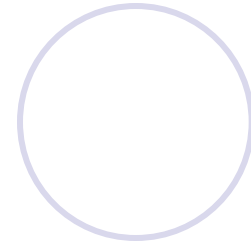


Organizing a Fair

- Develop a committee to divide up the work
 - Recruit from interested organizations
- Determine who does what:
 - Chairperson
 - Volunteer coordinator
 - Treasurer
 - Venue liaison (if someone from the venue is not on the committee)
 - Supply/station management



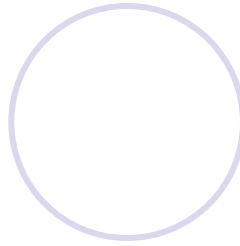
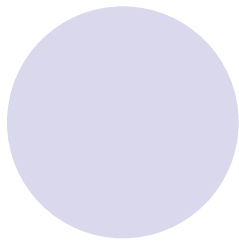
Funding



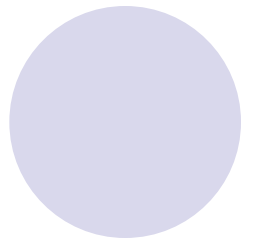
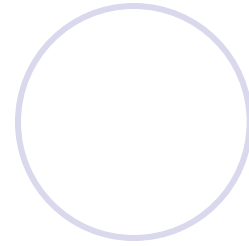
- Grant funding
 - Government funding
 - Private grant agencies
- Sponsorships
 - Donations of money/supplies
- Venue support



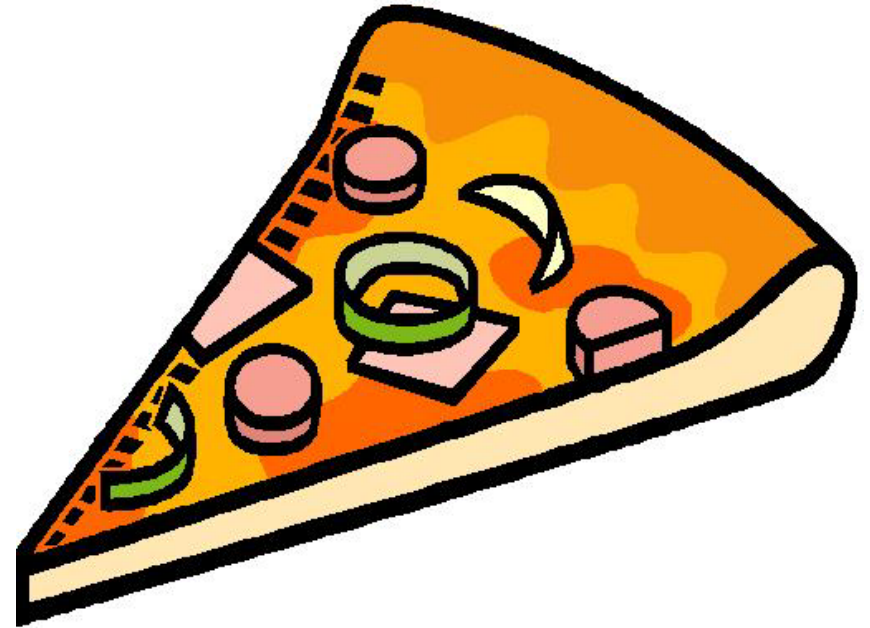
Advantages/disadvantages for each?



Budgeting



- Will determine the stations you can run
- Largest expense may be the helmets
- Disposable supplies
 - Arts & crafts, eggs, clean up
- Food for volunteers





Organizing a Fair

- Conference calls/meetings on a regular basis
 - Start a few months before the fair
 - Especially if this is a new event!
 - Increase frequency as you get closer to the event
- Keep minutes of the calls to keep track of everything that needs follow up & who will do the follow up

Choosing a Venue

- Determines the set up of the fair
 - Space available will determine the number of stations
 - Is there space for storage of supplies?
 - Especially if helmets are going to be given away!
 - When can set-up occur?





Choosing a Venue

- Who is your target audience?

- Socioeconomic background
- Geographic location
- Age



What stations will be most relevant?

Choosing a Venue

- Possibilities:
 - Schools
 - Children friendly museums
 - Malls
 - Community events



<http://z.about.com/d/philadelphia/1/0/T/b/parkway21.jpg>

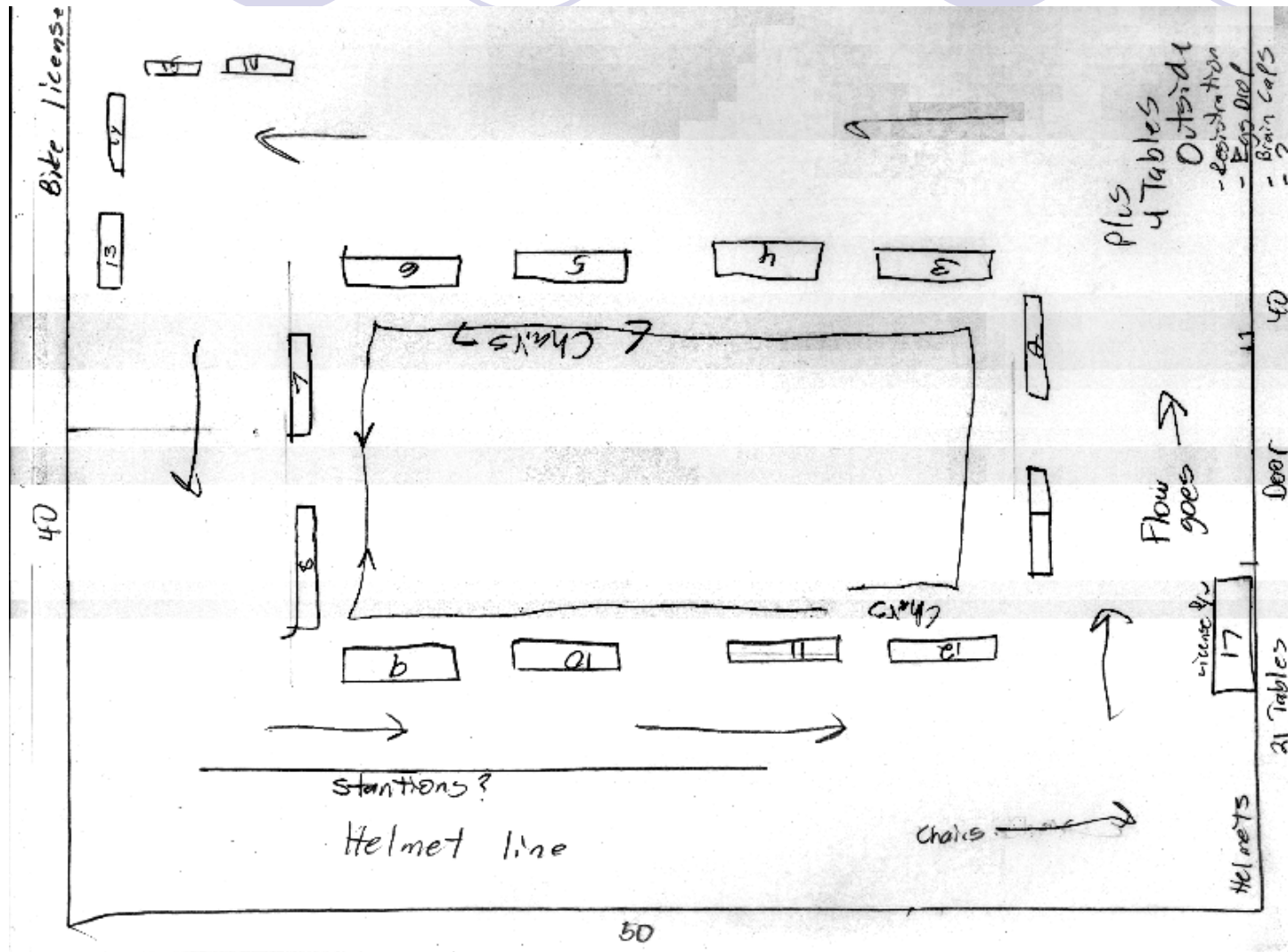
What are the advantages & disadvantages of each?

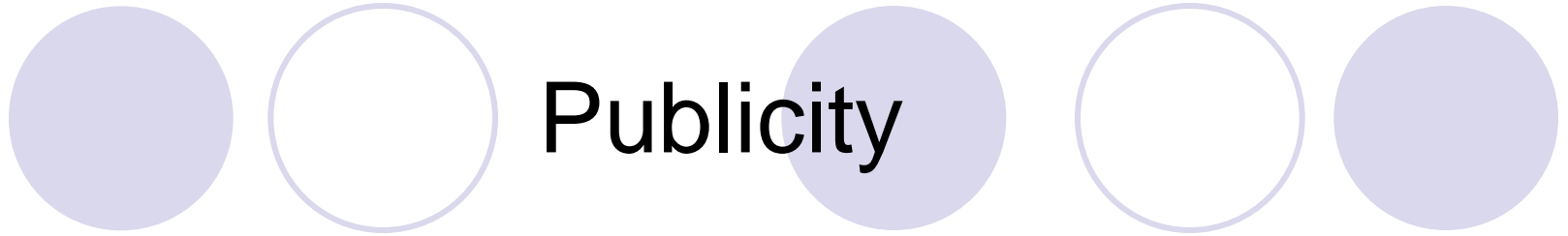


Venue Layout

- Needs to be determined in advance so that tables can be set up (hopefully) prior to the event
- Dependent on the space size & shape available
- Try and control flow of traffic

Sample Layout





- Increase attention for the event to ensure good attendance
- Assist with recruitment of volunteers
- Examples:
 - Press releases
 - Radio interviews
 - Public Service announcements
 - Web links

Recruitment of Volunteers

- Number of volunteers available will determine the number of stations which can be run
- Background of volunteers available will determine the stations which can be run
 - Example: Brain bar





Recruitment of Volunteers

- Identify partners who can be a large source of volunteers
 - Local universities with programs in physical therapy, occupational therapy, nursing, psychology, etc
 - Local rehab hospitals with a TBI focus
 - Example: Children's Hospital of Philadelphia, Magee Rehabilitation Hospital
 - Local groups that provide services to people with TBI

**Volunteers Needed
Brain Safety Fair
at The Franklin Institute Science Museum
Saturday, March 21, 2009
10 AM - 3 PM**

Work with Kids!
Provide important information for families!
Learn about Brain Injury Prevention!
Have fun!

We will need volunteers for the following shifts on 3/21.

9:30-12:30

Training/Breakfast: 9:30-10

Work 10:00-12:30

12:00-3:30

Training/Lunch 11:30-12:00

Work 12:00-3:30

Contact: Sam Pierce at srpierce@mail.widener.edu





University Partners

- Service learning is a major priority in many institutions
 - Integrate into the curriculum of a program
 - Example: Widener University IPTE
 - Undergrads: PT999 Intro to Service Learning
 - PT1's: PT709 Neuroscience
 - PT2's :PT 710 Medical Sociology
 - PT3's: PT 818 Health Education & Promotion

Student Assignment

	Point value
The student described the station that they worked at the BIAPA event.	5
The student reflected on the children and their parent's reaction to their station.	5
The student described some of the challenges of educating children and their parents about the brain.	5
The student described some strategies that they would use the next time they have to explain to a lay person/child a concept regarding neuroscience which would improve the understanding of the lay person/child.	5
The student described one aspect of their station that they thought worked well and one aspect of their station which could be improved and how to improve it.	5



Volunteer Management

- Clear instructions should be provide in writing to the volunteers at least one week in advance of the event
- Instructions should include when to arrive, directions, parking information, suggested dress (if students) and whether food will be provided
- A running spreadsheet should be generated to organize volunteers including name, contact information, date of volunteering, and station responsibility



Station Management

- Organize supplies prior to event
- Determine who will buy & bring what to the event
- Station responsibility should be assigned according to the requirements of the station (such as arts & crafts, technology based stations, PT/OT/Psych based stations) and the skill set of the volunteers

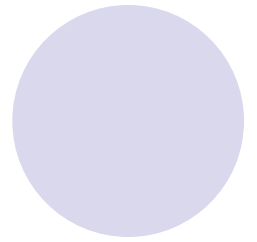
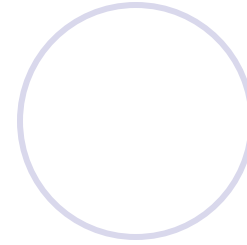
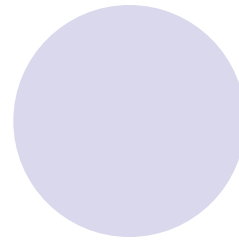
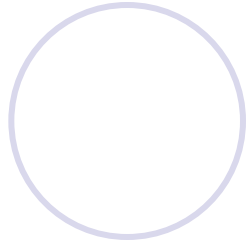
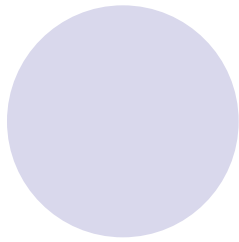


Station Management

- Specific station instructions should be available at each station
- Need to be reviewed prior to the volunteer starting
 - If shifts of volunteers, the previous shift can orient the new shift

Station Instructions: Egg Drop

- Materials: Eggs, plastic bags, large trash bags/drop cloths, tape for the bags, “Styrofoam helmets”, trash can for materials
- Number of Volunteers: 2 or 3
- Location: Someplace highly visible and close to the helmet line so it can serve as a distractor
- Instructions:
 - Prepare area for activity. Tape drop cloths or trash bags to floor for possible spillage. Have trashcans nearby for broken eggs.
 - As children approach the station, ask them about why you wear a helmet.
 - Place egg in plastic bag without helmet & have child drop the egg. Try to stop them from throwing the egg since the bag could break.
 - Place egg in Styrofoam helmet and drop the egg. Discuss what would happen if they don't have a helmet on and they get in an accident. If the egg happens to break, mention what happens when your helmet is not on correctly.



Station Management

- A variety of stations should be developed based on:
 - Age of attendees
 - Timing of the fair with respect to time of year
 - Geographical location of the fair
 - AV resources





Station Management

- During the event, the chairperson will continue to monitor all stations
 - To determine if volunteers may need to be reassigned due to either high/low volume of participants or volunteer no-shows
 - To determine if there is a need for more supplies for a station
 - To take notes for future changes to the stations



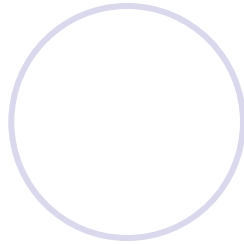
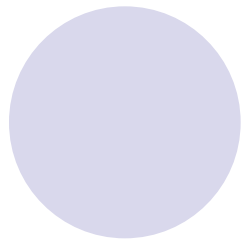
Outcomes Measurement

- Needed to determine if the educational stations were effective
 - Pre-post test
- Would suggest which stations may be need to be revised or developed
- Email follow up is an option

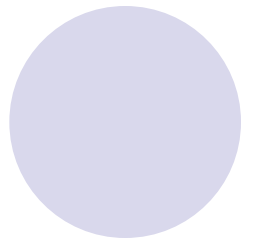
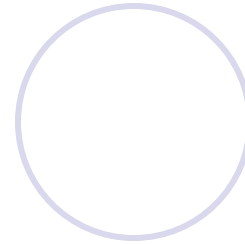
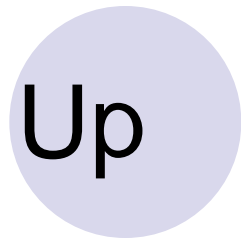
Outcomes Measurement

- Challenges
 - Age range of participants
 - Traffic flow
 - Developing a valid quiz
 - Completion rate





Wrap Up



- Follow up phone calls with committee members
- Debriefing of volunteers
- Follow up with the venue
- Start thinking about next event!



Conclusion

- Brain safety fairs are fun!
- Volunteers enjoy assisting with them
- Participants & their families really appreciate them

Key = Organization!



Resources

- <http://www.waba.org/bikingforkids/resources.php>
- <http://faculty.washington.edu/chudler/neurok.html>
- <http://www.dana.org/>
- **Feel free to contact me:**
 - srpierce@mail.widener.edu