

Projected Winter Sports Injury Statistics

Projected Statistics for
Individuals seeking medical
treatment for Winter Injuries
this year will reach:

Skiing – 90,000+

Hockey – 65,000+

Snowboarding – 64,000+

Sledding – 25,000+

•Over 270,000* Winter
Injuries will be reported
this year alone!

•Healthcare costs for
these injuries will reach
\$2,000,000,000 **

*270,000 is considered to be
the tip of the iceberg, as this
number relates only to
emergency room visits and
does not include non-
hospitalization physician
visits.

**Two billion dollars in
healthcare costs include:
medical legal and other
related expenses.

INSIDE...

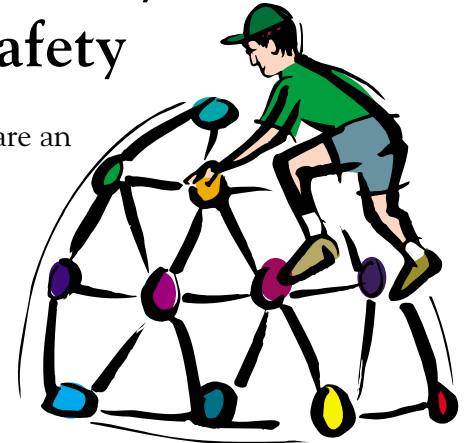
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Cross Check Your Community for Sports and Playground Safety

Here are 10 Safety Questions to ask yourself if you are an
Athlete, Parent, Grandparent, Teacher, Coach or
Community Official:

Does My Community....

1. Have certified coaches/trainers/
teachers knowledgeable in condition-
ing and training techniques for the
particular age group involved?
2. Have an AED (Automated External
Defibrillator) at all athletic and school
facilities: gyms / ball fields / hockey
rinks / tracks? *An AED is a small device
used to asses a persons heart rhythm*
3. Mandate CPR / AED / First Aid
Training for all Coaches, Trainers
and Teachers?
4. Require Pre-participation Physicals?
5. Have Appropriate Equipment to Play
Sports in our Community?
 - Break-Away Bases on ALL Ball Fields
 - Padding on ALL Soccer and
Football Goals
6. Have a Hydration Policy to Prevent
Heatstroke in Athletes?
7. Have an Event Cancellation Policy?
 - Lightning
 - High Heat
8. Have Phone Availability at All Facili-
ties and Events for Emergencies?



9. Have Regular Field, Gymnasium or
Playground Inspections?
 - Fields for holes or dangerous
objects before playing /practicing
 - Gym courts for water or excessive
dirt on floor before activity
 - Playgrounds for unsafe objects or
rusty play equipment

10. Require that Playgrounds have *at least*
12 inches of mulch, sand or shredded
tires on play area surfaces?

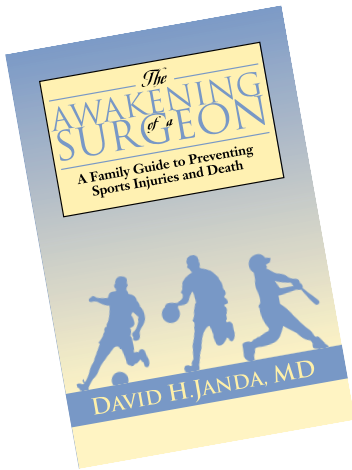
**If you don't know the answer to these
questions in your community – FIND
OUT!! ASK!! Help to bring your
community to a safer level!**

**Help to fundraise for safer equipment,
get policies implemented or get outdated
policies changed in your community.**

**YOU CAN MAKE A DIFFERENCE
IN YOUR COMMUNITY!**

Note:

**For more information read Dr. Janda's Book:
*The Awakening of a Surgeon: A Family Guide to
Preventing Sports Injuries and Death.*
Reference and make use of the 12 Safety
Appendices in the back of this book.**



Ask The Expert...

- What are the 5 most common hazards on the baseball/softball field and how can players avoid them?
- What 3 steps can parents take to **KEEP THEIR CHILDREN SAFE** on the soccer field?
- **My children swim.** What should I do to keep them safe?
- What are 5 **COMMON PLAYGROUND HAZARDS** that should be avoided at all costs?
- What 11 safety items should parents demand from the school board to keep children safe?

The Prevention of Winter Sports Injuries

as highlighted in the Book, *The Awakening of a Surgeon: A Family Guide to Preventing Sports Injuries and Death*

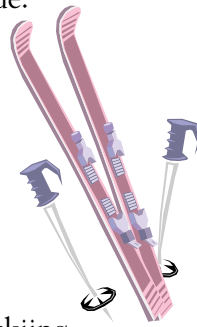
The American Academy of Orthopedic Surgeons and The Institute for Preventative Sports Medicine, over the past several years, have been in partnership in developing various recommendations to help the vast majority of the public prevent the needless injuries that are occurring on a nationwide basis in winter sports. Below are the recommendations developed by The American Academy of Orthopedic Surgeons in conjunction with The Institute for Preventative Sports Medicine in order to keep yourself and your family together safer and healthier during winter sports activities.

GENERAL: Recommendations for safe winter sports include:

- 1) Conditioning off-season.
- 2) Buying and maintaining well-fitted equipment.
- 3) Warming up before all activities.
- 4) Resting when fatigued – the vast majority of injuries are sustained when the individual has been participating in the activity for an extended period of time.
- 5) Abiding by all rules and markings whether they are on the slopes or the ice rink.
- 6) Making sure that all participants are adequately hydrated. We tend to think of dehydration in the summer months but dehydration can also occur in the winter months with strenuous activities.

SKIING: Recommendations that have been developed thru the Academy, as well as thru the Institute, include:

- 1) Skiers should buy boots and bindings that have been set, adjusted and maintained by recommendations by the American Society of Testing Materials.
- 2) Skiers should check the binding of each ski before skiing. The binding should be adjusted based on the skier's height and weight.
- 3) At the start of each new ski day warm up activities and several slow runs should be accomplished before the more vigorous runs are attempted.
- 4) Skiers should stay at all times on marked trails.
- 5) Skiers should ski with partners and stay within sight of each other.
- 6) Skiers should rest when fatigued.



- 7) All skiers should wear helmets at all times. Sony Bono is a testament to the fact that no matter how advanced the skier, impact can occur with other individuals or with stationary objects such as trees or rocks, and a helmet can prevent a catastrophic head injury.
- 8) Carry a cell phone for emergency purposes.

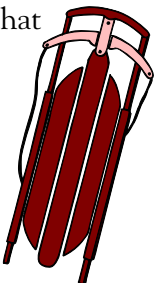
HOCKEY: Recommendations developed thru the Academy and the Institute consist of wearing protective equipment such as:

- 1) Helmet and a full-face shield.
- 2) Shoulder pads.
- 3) Shin pads.
- 4) Elbow pads.
- 5) Hip pads.
- 6) Gloves.
- 7) Mouth guard.
- 8) Eyeglasses, if worn, are to be made of non-shattered glass.
- 9) No head checking at all levels of play.

SLEDDING: The vast majority of sledding injuries are related to impact and the inadequate use of the sled itself.

Recommendations include:

- 1) All participants must sit in a forward facing position steering with their feet or a rope tied to the steering handles of the sled.
- 2) No one should sled head first down a slope.
- 3) A helmet should be worn by all individuals sledding.
- 4) No one should sled on slopes that end in a street, parking lot, or body of water.
- 5) Do not slide on plastic sheets or other materials that can be pierced by a stick or a rock that can lead to significant injury.



HYDRATION: With all winter sports remember to push fluids before, during and after activities in order to avoid dehydration.

How to Prevent Common Soccer Injuries: 3 Steps to Staying Safe on the Soccer Field

With over 16 million players, soccer is the fastest growing team sport in the United States. This year, over 220,000 of those players will seek emergency room attention for a soccer-related injury, Many of which are easily prevented.

“Utilizing preventative methods can vastly reduce, if not completely eliminate the issue of all sports-related injuries including, baseball, softball, winter sports, and even playgrounds” **David H. Janda, M.D.**, author of *The Awakening of a Surgeon: A Family Guide to Preventing Sports Injuries and Death* (The Institute for Preventative Sports Medicine, \$12.95, www.NoInjury.com).

A practicing orthopedic surgeon and injury prevention expert, Dr. Janda directs the **Institute for Preventative Sports Medicine**. His work has been featured in many prestigious journals and on numerous national news and talk shows including The Oprah Winfrey show, the Today Show, HBO, FOX News, Good Morning America and CNN. He offers the FREE report “7 Questions to Ask the Coach or Trainer to Keep Your Student Athlete Safe” at www.NoInjury.com.

Identifying Injuries

Dr. Janda began noticing the dramatic increase of children with soccer related injuries in the early 1990s. One child in his community sustained thigh-bone fractures in both legs and suffered from a severe concussion when two friends tipped the goal over on him. The fractures healed; but the head injury resulted in permanent short-term memory loss.

Another child playing goalie in Janda’s own community broke her neck when a gust of wind blew the goal over on her. Fortunately she didn’t suffer long-term paralysis, but she did need surgery to stabilize her spine and prevent long-term problems.

Janda decided to investigate. He and his research team discovered that goalpost impact was the **most common cause of fatal injuries** in soccer; they began searching for ways to reduce the force of impact. While conducting the goalpost study, Janda discovered another serious problem in the sport of soccer – **heading drills**.

“Heading” is a technique used in soccer to advance a ball down the field by hitting it with the head. Janda discovered that many children reported having blurred vision or double vision after heading drills. Others reported ringing in the ears or bad headaches.

“All these symptoms are common signs of concussion,” says Janda. “Repetitive concussive events can become cumulative and lead to significant problems including loss of memory.”

Dr. Janda and his team began assessing ways to prevent injuries from the heading drills and then ran across yet another common soccer injury in their clinic. Recreational soccer players began to show up with **broken shinbones**, still wearing the shin guards they had put on to prevent these injuries.

Studies on shin guards showed that while the effectiveness varied considerably between types of shin guards, they reduced the force delivered by a kick to the leg by 41.2 to 77.1 percent and thus significantly reduced the risk of injury. Dr. Janda noted that like any other type of protective gear, the guards must be applied properly and worn during the play of the game to reduce the risk of injuries.

“Each sport has potential risks and possible injury,” says Dr. Janda, “but we find we can reduce many of those risks through appropriate training, coaching, conditioning and teaching the fundamentals of the sport.” In his book, many other prevention tips for baseball, softball, winter sports, playgrounds, water safety, biking and dehydration are presented.

Don’t side-step soccer safety. Learn how to limit risks and prevent injury so you and your family can enjoy years of fun both on the soccer field and in life.

NOTE: Visit www.NoInjury.com to get your FREE report “7 Questions to Ask the Coach or Trainer to Keep Your Student Athlete Safe” or to get your copy of *The Awakening of a Surgeon: A Family Guide to Preventing Sports Injuries and Death*.



Providing Protection

To help you protect yourself and your family from potential injury or worse – death – on the soccer field, Dr. Janda suggests the following three measures:

1. Insist on **padded goalposts** on ALL soccer fields in your community that are stationary with the field surface
2. Urge coaches to **use a light-mass beach ball** instead of a standard soccer ball **during heading drills**
3. **Use soccer shin guards** at ALL soccer practices and games.

Visit www.NoInjury.com and get the FREE report “7 Questions to Ask the Coach or Trainer to Keep Your Student Athlete Safe.”



Media Coverage Since Our Last Update

Since our last update, the following organizations have featured *The Institute's* research:

Radio Presentations:

KMGZ ~ Lawton, OK
National Syndicated Sports Hour ~
Staten Island, NY
WOMC ~ Detroit
KBKK Minneapolis, MN
KGNO ~ Dodge City, KS
WLBE ~ Ocala, FL
KBCM ~ Cedar Falls, IA
KSMA ~ Santa Maria, CA
Business Talk Radio Network ~
Orlando, FL (150 Stations)
KNIX ~ Tempe, AZ
KTIP ~ Fresno, CA
KCTE ~ Overland Park, KS
WVBU ~ Lewisburg, PA
WLTL ~ LaGrange, IL
The Great Lakes Radio Network ~
National Public Radio ~ 50 Stations

Television Presentations:

PBS-WPBA ~Atlanta, GA
*The Power of Prevention; Making Your
Family Safer*
PBS TV-KCSM ~San Mateo, CA
*The Power of Prevention; Making Your
Family Safer*
HBO Real Sports with Bryant Gumbel:
Head Impact Injuries in Soccer
American Public Television ~
National Distribution of the Show:
*The Power of Prevention; Making Your
Family Safer*

Print Media Presentations:

Hockey Today Magazine
Cincinnati Post Feature Article
Redbook Magazine ~
scheduled for March 2004
Men's Health Magazine ~
2 articles scheduled for March 2004
and April 2004

Patterson Bills Establish Medical Savings Accounts *Plymouth surgeon and author key to legislative package*

Lansing – Income tax deductions for preventative health care services will be available and a new medical savings account will be created under a package of bills being introduced next week by Sen. Bruce Patterson (R-Canton).

In addition, the bills will allow for a Single Business Tax or Income Tax credit for contributions to a medical savings account.

“It’s time to put the power for health care where it belongs, in the hands of the people,” Patterson said. “Lives will be saved when people know they can use tax-deferred funds for preventative measures such as mammograms, well-baby checks, and annual physicals.”

Senator Patterson serves as Vice-Chair of the Michigan Senate Health Policy Committee. His constituent, Dr. David Janda of Plymouth, Michigan, is the author of

Awakening of a Surgeon. According to Patterson, this book and conversations with Dr. Janda have been instrumental in the development of this legislative package and his work on the committee. “Dr. Janda and colleagues like him are a testament to their profession,” said Patterson. “He has identified a problem, researched it, and offered a solution. I look forward to the consideration of this approach by the Michigan Senate and I’m proud to offer it to my colleagues.”

Dr. David Janda is encouraged by the response of his own state Senator. “Senator Patterson has taken my work to heart,” said Janda. “Medical savings accounts will change lives as people take control of their health care and how they get it. As our population ages, the cost of health care increases. This is an important way we can help control costs and make people safer and healthier.”

ORDER FORM ~ *The Awakening of a Surgeon*

Total quantity _____ x \$12.95 = _____

Shipping & Handling _____

Shipping & Handling: USA orders – (\$4 first book /\$3 each additional)
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TOTAL: \$ _____

Yes, please have book signed and personalized by Dr. Janda To: _____

Payment Method:

check or money order (made payable to: I.P.S.M.)

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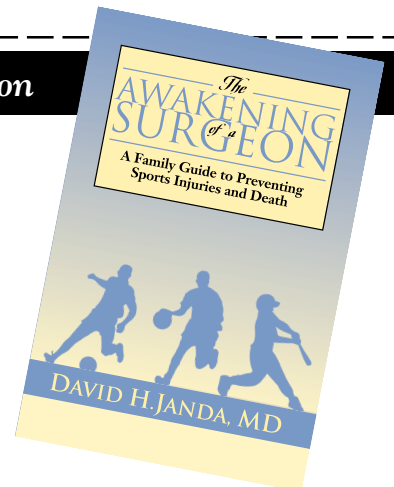
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Featured Presentations

Members of the Board of Directors and Advisory Council of The Institute for Preventative Sports Medicine have continued to present information throughout North America, as well as on an international basis, on our injury prevention and healthcare cost containment approach. Dr. Janda was selected by the city of Canton, MI, to deliver a series of three lectures to the community as it relates to health and safety in sports. He was honored to be selected by the City of Canton to help every member of the Canton community and their families become safer and healthier. The Institute, as well as Dr. Janda, was selected by Kiwanis International – In particular the State of Michigan Council, to present to the annual convention in Gaylord, MI.

Dr. Janda presented The Institute's work as it relates to The Power of Prevention and making communities and families safer and healthier. The presentation was warmly received and in fact The Institute has been contacted by Kiwanis International for possible involvement of The Institute on an international basis in every one of the Kiwanis Districts around the world.

Dr. Janda also presented at the Bucknell University Parents Weekend. The focus of the

presentation was on: Ten Action Steps Every Community and Family Can Take to Become Safer and Healthier.

In addition, Dr. Janda presented at the Hope College Annual Sports Medicine lectureship series. Dr. Janda presented two topics as developed at The Institute. Both focused on the power of prevention and making families and communities safer and healthier.

Finally, Dr. Janda was chosen by the Lyons Township High School Hall of Fame in LaGrange, IL to become one of its very select members. Over a hundred thousand graduates have attended Lyons Township High School, which is one of the largest high schools in the country. Dr. Janda was chosen to be one of the sixty members of the Hall of Fame. Dr. Janda had an opportunity to present to eight different assemblies of students, as well as, to a number of faculty members and community leaders. The presentations were all warmly received and the feedback has been phenomenal in that students, faculty members and community leaders have all banded together to make the southwestern suburbs of Chicago safer and healthier based on the information that was presented.

Media Coverage: The Future

Dr. Janda and the Institute are very proud that Public Television has come to the forefront at delivering the Institute's message to the public's doorstep. In addition to Mr. Alan Alda's show, Scientific American Frontiers, which was broadcast on Public Television, they have also produced a show at the Atlanta affiliate, WPBA entitled: ***The Power of Prevention: Making Your Family Safer.*** The show has now been completed and the distribution is being performed through the American Public Television Network. **The only way this show will be seen by your community is by calling your public television station and informing them of the existence of this show and the need for this show to be seen by every member of your community.** Individuals that have previewed the show have had outstanding positive comments and have felt it has immediately impacted their community.

The Institute's work is featured on the show as is the book, *The Awakening of a Surgeon: A Family Guide to Preventing Sports Injuries and Death.* Mr. David Brandon, CEO of Domino's Pizza, has graciously stepped to the plate and has made Domino's the corporate sponsor of this very important public television presentation.

The purpose of the show is to make families safer across the United States by delivering the information that we have developed at The Institute and in the book, *The Awakening of a Surgeon: A Family Guide to Preventing Sports Injuries and Death.*

Thank You 2003 Donors to the Institute

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LETTER FROM THE DIRECTOR

David H. Janda, Director:

Fourteen years ago, I launched on a mission that was driven from a very terrible event in my family when my daughter became critically ill. Since that point in time, I dedicated my life, for over fourteen years, to The Institute for Preventative Sports Medicine. My goal is to prevent unnecessary pain and suffering around the world and to prevent children from sustaining unnecessary injuries and the worse case scenario – death. My goal has been to prevent a father, a mother, or a grandparent from holding their sick child in a hospital from an unnecessary event. As I mentioned in my previous update, I rededicated my efforts to The Institute on January 28, 2003, with the death of one of my best friends in the world, my idol, and one of my biggest supporters of The Institute – my father, Ben Janda. The Institute and I lost a tremendous ally. However, The Institute and I gained a very powerful guardian angel.

There are a number of times in ones life when one needs to reassess what is happening to them and to what is happening to those around them. We have been very successful at The Institute – however. Not successful enough. 142,000 people will die this year in The United States from injury. It is the single greatest cause of death for individuals age 1-44 in our country. Another 62 million individuals will sustain life-altering injuries this year in The United States. Of those, 12 million students will sustain injuries in sports and recreation this year alone and miss 20 million days of school. The good news is the vast majority of these injuries and deaths are completely preventable. Just as we have awoken to the terrorists on and off our own shores that perpetrated their heinous acts on September 11, 2001, we all truly need to awaken to the terrorist of injury which leads to unnecessary loss of life, pain, suffering and lifelong disability. The good news is that through our efforts at The Institute, I truly believe we have made significant inroads in informing the public of injury on an international basis and what can be done to prevent these catastrophic injuries from occurring. However, our prevention principles and research can only be implemented if folks are willing to take the time and the effort for themselves, their families, and their

communities. Here has been the problem. In reassessing my role at The Institute and of The Institute itself, I came to the “awakening” that we can perform the best research in the world, we can win national and international awards, however, if the people we are doing the research for don’t know about it, we truly cannot and will not make a difference.

In order to accomplish our above-mentioned goals, I needed to re-prioritize my efforts as well as my staff’s efforts. As my father always taught me, when you are in a battle you always need to reassess the battle field and make the appropriate and necessary changes in order to not only win the battle, but to win the war. **Make no mistake about it. This is a war.** There are a number of individuals and organizations that have tried to block our efforts over the years. The question then is: Why would anyone oppose prevention? The answer, unfortunately, seems pessimistic but is one of fifteen years experience of being involved in the prevention world. Unfortunately, many people can’t make money off of prevention and unfortunately, many people only care about money and don’t care about people. When that is the case, people sustain unnecessary injuries and unnecessary deaths. The only way this can be stopped is by empowering the public by providing them independent scientific information that they can immediately apply to become safer and healthier. I dedicated my book, *The Awakening of a Surgeon: A Family Guide to Preventing Sports Injuries and Death*, to my dad and my mom, my wife, Libby and our two beautiful children. **The purpose of the book is to empower every parent, grandparent, community leader and activist by providing each and every person information to make their families and their communities safer and healthier.** The book was and is a testament to what my parents have been all about – dedication, sacrifice and perseverance. Unfortunately, I had a publishing company that did not pursue the necessary means in order to bring this book to “every persons home in our country.” I then asked myself one question: What would Ben Janda do? What Ben Janda would do is exactly what I did. I obtained the rights of the book back. Brought the cost of the book down. Changed the outside appearance of the book. Kept the underlying story of the book exactly the same. But, added to the back of the book nine new appendices. These nine new appendices essentially make The *Awakening of a Surgeon: A Family*

Guide to Preventing Sports Injuries and Death, a book within a book. It has been described as a guerilla warfare manual for “making families and communities safer and healthier.” I think of it as a **weapon of mass instruction**. It instructs every family, every community in how to become safer and healthier. If we learned anything from September 11, 2001. We learned our government and individuals within the government couldn’t protect us at all times. I believe Homeland Security doesn’t start and stop in some cave in Afghanistan. **Homeland Security starts in every person’s backyard, community, neighborhood and school district.**

I have also learned that one person or a very small group of people can make an enormous difference in peoples lives. However, when it comes to networking an idea and a change in the way of life, as we propose in the book, it takes some experience. Therefore, I took the necessary steps of bringing a number of people to The Institute to help deliver our message to every doorstep in our country. Ms. Tami Depalma with Marketability has been tirelessly working on the marketing plan and distribution of our information to the public. The Institute’s research is featured throughout the book, *The Awakening of a Surgeon*. The book is used as a vehicle to bring The Institute’s work into every person’s home in our country. I have also brought to our team, Ms. Julie Ables. Ms. Ables is an experienced marketing individual who has been contacting a number of different corporations in how our information can help every corporation and every individual working for these corporations. In addition, I have also brought to our team Mr. Jon Keel and Mr. Joe Garris to develop an internet site which will help deliver our information to the public at large. I am very proud of the internet site that has been developed by these two fine individuals. Please go to the site immediately. I believe you will find it to be educational, as well as, inspirational. The new website is www.NoInjury.com. We have a saying at The Institute “Caring is the first step but, for it to be more than empty rhetoric, action must follow.” Our information doesn’t help a soul if action is not involved. I believe the action we have taken by bringing Tami, Julie, Jon and Joe to our team will help make the necessary steps to prevent the millions of injuries and the tens of thousands of deaths occurring to an end.

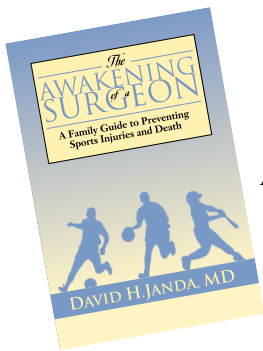
In addition, I have also doubled and tripled my efforts in trying to network our information to the public and to corporations. Since the last update I have had extensive

fruitful conversations with the Pfizer Corporation, Ford Motor Company, General Motors Corporation, Hershey Foods, the Occupation and Safety Health Corporation, the Costco Corporation, Absopure Water Corporation, Central Transport International Inc., and Busch’s. When individuals in these corporations read the book they became enlightened and empowered on the issue of injury and injury prevention in the workplace and out of the workplace. Just looking at Ford Motor Company they spent over 400 million dollars in injuries outside of the workplace last year alone. In addition, they spent another 150 million dollars on injuries inside the workplace. In other words they spent 550 million out of a total 2 billion dollar budget. Of the 550 million dollars that were spent, close to 80-90% of those injuries and those expenses to those employees were preventable. It is my hope that these corporations will be the leading corporations in the country to step to the plate and be the first to implement our information and make their employees and ultimately their companies safer, healthier, more productive, and more prosperous.

Tuesday, January 28, 2003, was the worst day of my life, it was a devastating day for the entire Janda family, it was what September 11, 2001 was to our country. Our skyscraper, Ben Janda, our World Trade Center, collapsed. My father always said to me that things always happen for a reason and things will always work out for the best. He also taught me to try to make lemonade out of lemons. The lemonade that I have tried to create for the past year has focused on trying to bring our information in a very palatable form to every man, woman, child and corporation in our country. It is my firm belief that our information is truly a **Weapon of Mass Instruction** and if applied will prevent unnecessary pain, suffering, disability and death. Injury is an equal opportunity event that transcends age, gender, race, nationality state borders, national borders and continental shelves. **It is of epidemic proportion and it needs to stop now.** It is taking a devastating toll on our populations and our economies. I hope you will join our team and try to help us in getting the word out that every person in our country needs to know – **NOW!**

Warm Regards,

David H. Janda, M.D.



Cross Check Your Community: 10 Warning Signs You're Living in a Hazardous Area

Are you and your family at risk for injury in your area?

Could sporting practices at your child's school pose a threat to their life?

The answer is YES.

Injuries are the greatest single killer of individuals ages 1-44. 142,000 Americans will die this year and 12 million students will seek healthcare as a result of injury.

"Almost EVERY ONE of these injuries can be prevented," says Dr. David Janda, M.D., author of *The Awakening of a Surgeon: A Family Guide to Preventing Sports Injuries and Death*.

An orthopedic surgeon, Dr. Janda directs the Institute for Preventative Sports Medicine. His research has been published in prestigious journals and he is also a frequent guest on national news and talk shows. Studies show that Dr. Janda's findings could prevent 1.7 million injuries annually, and save the United States two billion dollars per year in health care costs.

To help you and your family prevent sporting injuries and improve safety standards in your area, Dr. Janda shares a list

of ten signs your community poses a safety threat:

1. NO AUTOMATIC EXTERNAL DEFIBRILLATORS
(Small, lightweight devices used to assess a person's heart rhythm)
2. NO COACHES ARE CERTIFIED
3. NO BREAK-AWAY BASES
4. NO PADDED GOALPOSTS FOR SOCCER OR FOOTBALL FIELDS
5. NO PRE-PARTICIPATION PHYSICALS REQUIRED
6. HEADING DRILLS ARE BEING DONE WITH STANDARD SOCCER BALLS
7. CPR IS NOT MANDATORY FOR COACHES
8. NO POLICY ON HYDRATION OF ATHLETES
9. PLAYGROUNDS HAVE HARD SURFACES
10. POOLS DON'T HAVE FENCES AT LEAST 4-FEET HIGH OR DON'T HAVE LOCKING GATES

Check your community for these safety hazards and take steps to correct them. You could not only prevent needless injuries from occurring, you might also save a life.



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