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Preventable injuries kill more children than cancer, more teens than suicide and more young adults than violence.

Mission

Prevention 1st is a 501(c) (3) nonprofit, charitable organization whose mission is to reduce injuries from fire and burns, motor vehicle crashes, poisonings, drowning and falls.

Preventable injuries:

- Are the #1 cause of death of children, teens, and adults up to 44 years old.
- Are also a leading cause of death and disability for older adults.
- Account for more than a third of all emergency department visits.
- Cost the nation \$80 billion every year in medical costs alone.
- Cost an estimated \$406 billion in lifetime cost of injuries occurring in the U.S in a single year.
- Haven't gotten nearly as much attention as other leading causes of death, reduced quality of life, and health care costs such as smoking, obesity and diabetes.
- Are much easier to prevent than many other causes of death: by buckling a seat belt, checking a smoke alarm, or putting away clutter that can cause a fall.

Prevention 1st Programs include:

- **After the Fire: The Teachable Moment**, helping kids, their classmates and families cope with the effects of a fire in their home or neighborhood. (See a teacher's story at <http://www.prevention1st.org/AftertheFire.htm>)
- **Safe at Home** safety training workshops for agencies serving populations at high risk for injury including children and older adults.
- **Safety for Special People** workshops for agencies serving people with developmental disabilities, who are at higher than average risk for injuries.
- **Home Fire Drill (www.homefiredrill.org)**, a biannual campaign to encourage everyone to have and maintain smoke alarms and CO detectors, and plan and practice their home escape.

Media Kit: <http://www.prevention1st.org/Newsroom.htm>