



# The Brain Injury Foundation

~ The Brain Injury Foundation.org ~  
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A 501(c)(3) NonProfit Organization Dedicated to Saving Lives through our Research  
of Hypoxic Ischemic Encephalopathy, and the Advancement of our  
Emergency Procedures to Delay Brain Death

## TBI

Traumatic Brain Injury:

1. Sudden trauma causes damage to the brain, or
2. The head suddenly and violently hits an object, or
3. An object pierces the skull and enters the brain.

TBI can be mild, moderate or severe. Victim can remain conscious or lose consciousness for a few seconds or a few minutes.

Other symptoms may include headache, confusion, lightheadedness, dizziness, blurred vision, ringing in ears, bad taste in mouth, fatigue; trouble with memory, concentration, attention, or thinking. See TBI, page 4.

Source: <http://www.ninds.nih.gov/disorders/tbi/tbi.htm>  
More: see TBI, page 3

## To Delay Brain Damage

To delay brain damage to a person who has just stopped breathing: Apply a cold, wet compress to their face and eyes. (Keep nose and mouth area clear). Keep compress cold. Apply until medical personnel arrive. May be used by itself or in conjunction with CPR.

This all-natural emergency procedure can be described over the phone in under 10 seconds, and even performed by a small child. It can delay brain damage for up to an hour.

Here's how it works: All mammals - including homo sapiens (man) have an all natural, oxygen conserving reflex called the Mammalian Diving Reflex.

This reflex has evolved over millions of years, to protect mammals by delaying death in the event the animal falls into cold water.

*Continued on Page 2*

## What are the signs of a heart attack?

For both women and men, the most common sign of a heart attack is:

Pain or discomfort in the center of the chest.

- Pain or discomfort can be mild or strong.
- It can last more than a few minutes, or it can go away and come back.

Other common signs include:

- Pain or discomfort in one or both arms, back, neck, jaw, or stomach
- Shortness of breath. (feeling like you can't get enough air). Shortness of breath often occurs before or along with chest pain or discomfort.
- Nausea (feeling sick to your stomach) or vomiting.
- Feeling faint or woozy.
- Breaking out in a cold sweat...

*Continued on page 2*

Source: [www.Womens-Health.gov](http://www.Womens-Health.gov). Fact Sheet/Heart Disease

## SUDDEN CARDIAC ARREST

Each year, 295,000 people experience a Sudden Cardiac Arrest. This type of heart attack is when everything stops: the heart suddenly stops beating. The result is no blood flow - and no oxygen - to the brain and other vital organs.

SCA is the most dangerous of all heart disease, and kills almost 95% of its victims within a few minutes. Over 236,000 people that suffer a Sudden Cardiac Arrest never survive long enough to reach a hospital.

Do you know what to do? Here's our recommendations to... *Continued on Page 2.*

Source: CDC

## ~ HEART ATTACK BY THE NUMBERS ~

**785,000**

Number of Americans that have a first heart attack each year.

**470,000**

People who have already had a heart attack that have another.

**26%**

Percent of all deaths are caused by heart disease. Heart disease is the leading cause of death in the U.S.

**50%**

Percent of victims who are women.

Source:  
CDC,  
National  
Vital Statistics System,  
US Census  
Bureau

## Delaying Brain Damage

*Continued from Cover...*

"This is the same reflex that keeps people from brain damage in cold water drownings," says Jeffrey Dobkin of the Brain Injury Foundation, "The application of cold water to the face triggers the Mammalian Diving Reflex—which delays brain injury.

"I found cold water drowning victims who were resuscitated after an hour, revived, and lived to recover completely - with no brain damage. I couldn't understand this; I thought once your brain didn't receive oxygen for 5 minutes irreversible brain damage started to occur.

"Most people think the cold water hypothermia delays brain damage - but the cold is actually triggering the Mammalian Diving Reflex, and that's what triggers the delay." He continues.

"The key in my research?" says Dobkin, "After about 12 years of research, I discovered the trigger point of the Mammalian Diving Reflex is the eyes, specifically the ophthalmic branch of the trigeminal nerve. Simply applying a cold - 58° or cooler - wet compress to the eyes triggers this oxygen-conserving reflex."

Dobkin's Technique to delay anoxic brain injury when a person stops breathing is simple: The immediate application of cold wet compresses to the eye area of the victim. Apply additional cold wet compress to the base of the skull in the back of the head and neck.

## SUDDEN CARDIAC ARREST

*Continued from Cover...*

For example: you live in the country, 20 minutes away from everything. Your spouse has a Sudden Cardiac Arrest and you don't know CPR — what do you do? In an emergency:

1. Dial 911
2. Say "I need an ambulance," and briefly describe why.
3. Provide your name, location of the patient and phone number from where you are calling.
4. Immediately apply ice cold compress (cold water, cold wet towel) to the person's eyes to trigger the Mammalian Diving Reflex.
5. Apply ice and cold compress to the base of the skull in the back of the head and neck.
6. Follow any dispatcher's pre-arrival instructions.
7. Stay with the person until emergency personnel arrive.

If you know CPR the same procedures apply, but initiate CPR immediately. At the same time, apply cold water compress to the eyes of the victim.

## Women & Heart Disease Risk Factors

Uncontrollable risk factors for heart disease:

- Family history of premature cardiac disease, coronary artery disease or stroke
- Your age, particularly if you are 55 or older
- Being postmenopausal or having your ovaries removed.

Controllable risk factors for heart disease:

- Smoking
- High blood pressure
- High cholesterol
- Obesity
- Lack of physical activity
- Diabetes

## The Brain Injury Foundation



## Hypoxic Ischemic Events

Delaying Hypoxic (without oxygen) Ischemic (without blood flow) brain injury in Sudden Cardiac Arrest victims may be as simple & quick as Dobkin's Technique: applying cold water to the victim's face and eyes to trigger the Mammalian Diving Reflex.

Your gift helps us continue our research of other Hypoxic-Ischemic insults including:

- Cardiac Arrest
- Myocardial Infarction
- Heart Attack
- Stroke
- Drowning
- Choking
- Suffocation
- Electrocution
- Gunshot/Stabbing
- Sleep Apnea Death
- Drug Overdose
- Poisoning
- Carbon Monoxide Inhalation
- Compression of Trachea
- Heart Arrhythmia
- Extreme Low Blood Pressure
- SADS (Sudden Arrhythmia Death Syndrome)
- SIDS (Sudden Infant Death Syndrome)

## What are the Signs of a Heart Attack?

*Continued from Cover...*

Women are more likely than men to have these other common signs of a heart attack:

- Shortness of breath
- Nausea or vomiting
- Pain in the back, neck, or jaw

Women are also more likely to have less common signs of a heart attack:

- Heartburn
- Loss of appetite
- Feeling tired or weak
- Coughing
- Heart flutters

Sometimes the signs of a heart attack happen suddenly, but they can also develop slowly, over hours, days, or weeks before a heart attack occurs.

If you think that you or someone close to you may be having a heart attack, don't wait to seek help. Wait no more than a few minutes before calling 911.

## 34 Seconds

Every 34 seconds someone in the U.S. has a heart attack.

Source: CDC

In 2010, heart disease will cost the United States \$316.4 billion. This total includes the cost of health care services, medications, and lost productivity.

Source: <http://www.cdc.gov/heartdisease/facts.htm>

## 1.7 Million

Number of people who sustain a TBI annually

## 52,000

Deaths from TBI (a contributing factor to 30% of all injury related deaths)

## 275,000

People hospitalized for TBI each year

## 0 to 4

Years of age — highest number of TBI related ER Visits, Hospitalizations & Deaths

Source: cdc

## Types of Traumatic Brain Injury

### Concussion

A concussion is the most common type of traumatic brain injury. It's caused when the brain receives trauma from an impact or a sudden momentum or movement change.

The blood vessels in the brain may stretch and cranial nerves may be damaged.

- A concussion can be caused by direct blows to the head, violent shaking of the head, or force from a whiplash type injury. Both closed and open head injuries can produce a concussion.

- A person may or may not experience a brief loss of consciousness, or remain conscious but feel dazed.

- It may take a few months to a few years for a concussion to heal.

### Contusion

- A contusion is a bruise (bleeding) on the brain, and can be the result of a direct impact to the head. Large contusions may require surgical removal.

<http://www.biaa.org/what/what.html#types>

Our FREE gift to you - Cut out and keep in wallet.

Member, The Brain Injury Foundation.org · Box 100, Merion Station, PA 19066

Emergency Instructions \_\_\_\_\_

Medications \_\_\_\_\_

Medical Conditions \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Cell \_\_\_\_\_

Emergency Contacts: \_\_\_\_\_

My Name \_\_\_\_\_

### EMERGENCY ALERT CONTACTS

### IN EMERGENCY — If Victim is NOT BREATHING, BLUE or NO HEARTBEAT:

1. Dial 911 — Say "I need an ambulance," briefly describe why. Provide your name, location of the patient and phone number from where you are calling.
2. Delay Brain Injury — Immediately Use the Dobkin Technique to trigger the Mammalian Diving Reflex: Apply ice cold compress (cold water, cold wet towel) to the person's eyes. Also apply ice and cold compress to the base of skull in back of head and neck.
3. Follow any dispatcher's pre-arrival instructions.
4. Stay with the person until emergency personnel arrive.
5. If you know CPR, initiate CPR immediately. At the same time apply ice cold compress to the eye area of the victim.

### EMERGENCY WALLET CARD

Your generous donation of \$20 awards you with 100 wallet cards.

What is the single largest cause of Traumatic Brain Injury?

Source CDC

ANSWER: FILLGRIJ2

# The Brain Injury Foundation

## Please Join. Your Membership is the best way to help save lives...

Our mission is simple: we save lives.

Each year 295,000 people in the U.S. experience a Sudden Cardiac Arrest. 95% of these people — 95%! — don't live long enough to reach a hospital. We think can change that number, but we need your help. Our unique research of Hypoxic (low oxygen) Ischemic (low blood flow) brain injury has lead to the discovery of The Dobkin Technique as an emergency time buying procedure to delay brain injury in Sudden Cardiac Arrest victims. We're still learning where and how we can save people from a lifetime of brain injury; your gift in any amount helps with our research.

Please open your heart - and your wallet - your gift is needed now to allow us to continue our work. It will enable us to:

1. Public education about our emergency technique to delay brain damage in Sudden Cardiac Arrest Victims.
2. Further advance our research. Besides helping Heart Attack victims, our research now includes studying methods to help Stroke victims. 795,000 people in the U.S. have a stroke; 85% of stroke victims suffer from Ischemic Stroke - our target area of study. We need your charitable gift to continue our research to help stroke victims.

Every dollar you donate gets us closer to helping over a million people each year who will - without warning — suffer a Stroke or a Sudden Cardiac Arrest. And that's just the beginning — drowning victims, suffocation, choking... Your donation - no matter how large or how small provides you with the opportunity to help us to continue our work.

Thank you very much. Your generous gift means a lot to us and the families we save from a lifetime of catastrophic brain injury.

**Yes, I want to help The Brain Injury Foundation have every opportunity to save lives. Here's my gift of:**

Member - \$12.95 \_\_\_\_\_

Sustaining Member - \$25 \_\_\_\_\_

Supporter - \$50 \_\_\_\_\_

Other \_\_\_\_\_

Family Member - \$100 \_\_\_\_\_

Sponsor - \$250 \_\_\_\_\_

Benefactor - \$500 \_\_\_\_\_

Patron, \$ 1,000

Founding Member, \$5,000

Corporate Member, \$10,000

Major Donor: Please call.

Please Print

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Email: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

\_\_\_\_\_ Please Charge My Credit Card, Number: \_\_\_\_\_ Exp \_\_\_\_\_ Signature \_\_\_\_\_

Please make your check to: "The Brain Injury Foundation" Mail check to: PO Box 100, Merion Station, PA 19066 - Thank you.

Donate By Phone: Our Phone Number is 610-642-1000. Thank you.

All donations qualify as a 501c3 charity tax deduction.

FREE with your generous donation of over \$20: 100 Emergency Medical Wallet Cards. FREE - on Request!

All donations will allow you to receive our newsletter.

# The Brain Injury Foundation

## Are You at Risk of Stroke?

Stroke Risk Factors	%
Inactivity	39.5
Obesity	33.9
High Blood Pressure	30.5
Cigarette Smoking	20.8
High Cholesterol	15.6
Diabetes	10.1

Source: - [www.cdc.gov/stroke/facts.htm](http://www.cdc.gov/stroke/facts.htm)

Thanks. Thanks for thinking of us.  
We appreciate all your generous donations, support and the kind words about our non-profit organization.

We gratefully acknowledge each gift no matter how large - or how small. We realize people and corporations contribute what they can, and each and every donation is appreciated. Thank you.

The Brain Injury Foundation can be found online at

[www.BrainInjuryFoundation.org](http://www.BrainInjuryFoundation.org)

## Stroke

by the  
Numbers

### 40 Seconds

Every 40 seconds someone has a stroke in the U.S.

### 795,000

Number of people who have a stroke each year in the U.S.

### 610,000

Number of people who have a first stroke/year.

### 185,000

Number of people who survive a first stroke that go on to have another.

### 6 out of 10

Number of deaths due to stroke that are women.

### 85%

Percent of strokes that are Ischemic (Blood clots block the blood vessels to the brain.)

Source:  
[www.cdc.gov/stroke/facts.htm](http://www.cdc.gov/stroke/facts.htm)

## Stroke Symptoms

When brain cells are deprived of oxygen, they cease to perform their usual tasks. The symptoms that follow a stroke depend on the area of the brain that has been affected and the amount of brain tissue damage.

According to The U.S. National Institute of Neurological Disorders and Stroke (NINDS), these are the five major signs of stroke:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body. The loss of voluntary movement and/or sensation may be complete or partial. There may an associated tingling sensation in the affected area.
- Sudden confusion or trouble speaking or understanding. Sometimes weakness in the muscles of the face can cause drooling.
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden, severe headache with no known cause.

## While waiting for the Ambulance:

The following may be helpful:

- The affected person should lie flat to promote an optimal blood flow to the brain.
- If drowsiness, unresponsiveness, or nausea are present, the person should be placed in the rescue position on their side to prevent choking should vomiting occur.
- Although aspirin plays a major role in stroke prevention, once the symptoms of a stroke begin, it is recommended that additional aspirin not be taken until the patient receives medical attention. If stroke is of the bleeding type, aspirin could make matters worse. Additionally, patients with stroke may have swallowing difficulties and choke on the pill.

Source: [www.medicinenet.com/stroke](http://www.medicinenet.com/stroke)

## Stroke Diagnosis

Three commands, known as the Cincinnati Prehospital Stroke Scale (CPSS), may help to determine if the potential for stroke exists. Ask the patient to do the following:

- Smile: the face should move symmetrically
- Raise both arms: looking for weakness on one side of the body
- Speak a simple sentence

*If a potential stroke victim cannot perform these tasks, call 911.*

Source: [www.medicinenet.com/stroke](http://www.medicinenet.com/stroke)



## Water Safety Tips

- 1) NEVER leave children unattended in a pool or tub. There is no substitute for adult supervision.
- 2) Designate a "Water Watcher" to watch children in a pool during gatherings.
- 3) Learn CPR and rescue breathing.
- 4) Keep a cell phone within easy reach, so that you never have to leave the pool to answer the phone, and can call for help, if needed.
- 5) Just because children have had swimming lessons, does not mean they are "drownproof."

Source: The National Drowning Prevention Alliance (NDPA)  
Website at [www.ndpa.org](http://www.ndpa.org).

## When Time Runs Out

It's called an Ischemic Insult when your brain stops receiving oxygen. You have less than 5 minutes of before irreversible anoxic brain damage starts to occur.

To delay the onset of brain damage The Brain Injury Foundation recommended procedure is The Dobkin Technique: a simple time buying procedure to increase the window of safety. As soon as possible after an Ischemic Insult, cold wet compress are placed on the victim's eye area - until medical first responders arrive.

Over the past 12 years, Rochester MN, home of the Mayo Clinic, has measured to-the-second the "call-to-shock" time: from the time the 911 call comes in to the moment a defibrillator shock is delivered to the patient.

Rochester knows that the people who are saved are shocked on average within 5 minutes 30 seconds. Victims who were not saved were not shocked until, on average, 6 minutes 42 seconds after the 911 call was received.

The key to Rochester's success is no mystery, says Roger White, emergency medical services physician and anesthesiologist at the Mayo Clinic.

"The data state it very clearly and unequivocally," White says. "A one-minute decrease in the call-to-shock time increases the odds of survival by 57%. In other words, a three-minute reduction in call-to-shock time improves a victim's odds of survival almost four-fold."

Data Source: USA Today

## Signs of Drowning

Drowning looks different than you think - certainly different than in the movies.

People who are drowning are physiologically unable to call out for help.

Drownings are the leading cause of injury death for young children ages 1 to 4. Even scarier is that in a small but significant percentage of kids' drownings, an adult will have watched the whole process, not having a clue what was happening (Source: CDC).

Watch for these signs the next time you're swimming with your kids or others:

- Head low in the water, mouth at water level
- Head tilted back with open mouth
- Hair over forehead or eyes
- Eyes glassy, empty and unable to focus, or
- Eyes closed
- Hyperventilating or gasping
- Not using legs
- Body is vertical and upright
- Trying to swim in a certain direction but not making progress
- Trying to roll over on the back

Source:  
<http://shine.yahoo.com/channel/parenting/drowning-looks-different-than-you-think-2010225>

## The Brain Injury Foundation

### The Top Six Things You Can Do To Save a Life —

1. Increase awareness about The Dobkin Technique: Place a link, [www.BrainInjuryFoundation.org](http://www.BrainInjuryFoundation.org) - on your Facebook and Twitter page and ask your friends to post this link on their page as well.
2. Pass along cards describing the technique to friends or post them on supermarket or coffee shop bulletin boards (A donation of \$10.00 gets you 25 cards: donate \$20 and get 100 cards).
3. Pass along this newsletter to friends when you are finished reading it, or better yet: order a sample copy or a subscription for them.
4. Email this technique to friends, with a short note asking them to forward the email to their friends.
5. If you use this technique to save a life, please call the Brain Injury Foundation: 610-642-1000. We'll forward your story to the news media.
6. Donate. One of the missions of the Brain Injury Foundation is to create public awareness of our emergency life saving technique; your generous gifts make this happen. We appreciate your help, thank you very much.

Source: Ilena DiToro, Public Relations Specialist at the Brain Injury Foundation,  
Contact: [Info@BrainInjuryFoundation.org](mailto:Info@BrainInjuryFoundation.org).

10

Number of deaths per day in U.S. from drowning.

3% to 5%

Hospitalization rate for all unintentional injuries.

Over 55%

Number of people treated in the ER for drowning who need a higher level of care.

25%

Number of people who die from drowning that are under the age of 14.

<http://www.cdc.gov/HomeandRecreationalSafety/Water-Safety/waterinjuries-factsheet.html>