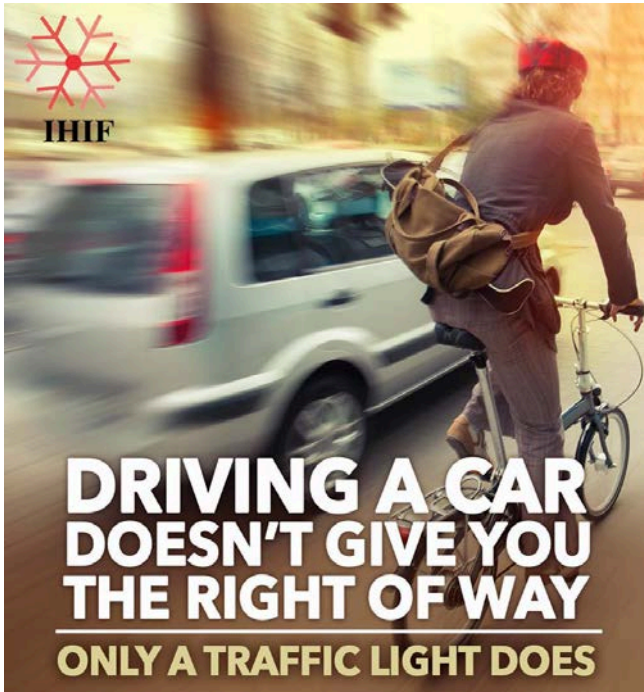


RIDE TO SAFETY



INDIA HAS BEEN DUBBED THE
'HEAD INJURY CAPITAL OF THE WORLD'



70% of head injuries
and brain trauma are
due to road mishaps

HEADS UP!



India has the highest incidence of head injuries in the world.

Indian roads witness one accident every minute and one death in road mishaps every 4.5 minutes.

About 150,000 people die on the road in India every year.

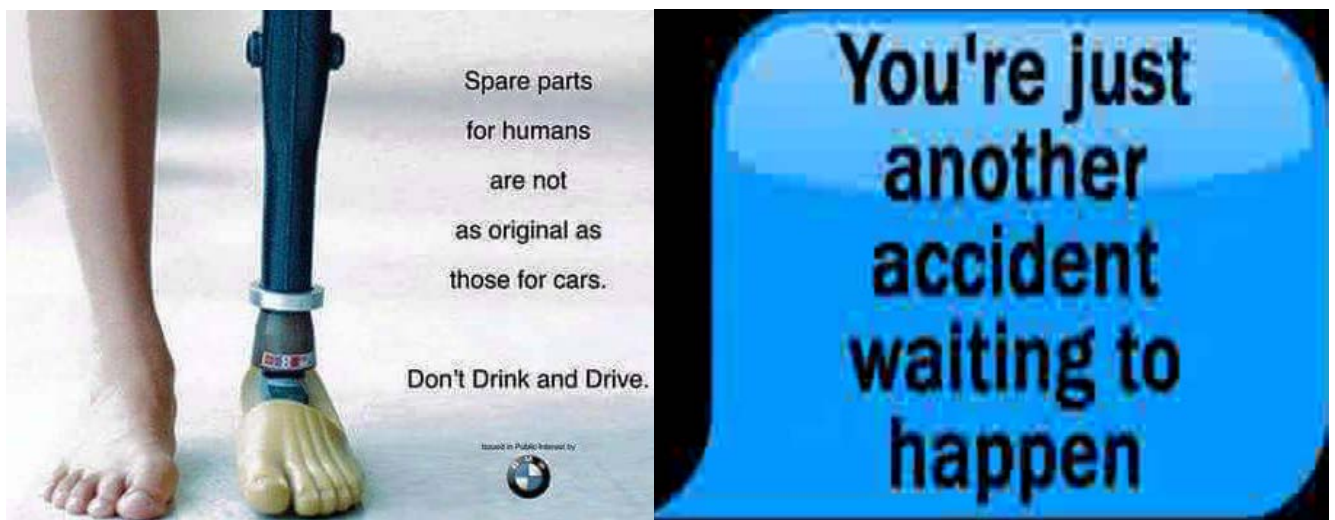
Shockingly, pedestrians represent the most affected by head injuries.

Wear helmets and seat belts and be careful while crossing the road.

BE SAFE OR SORRY



DON'T DRINK & DRIVE



9 out of 10 boys and nearly 7 of 10 girls have alcohol before 18, shows data, even as Delhi mulls reducing drinking age from 25 to 21.

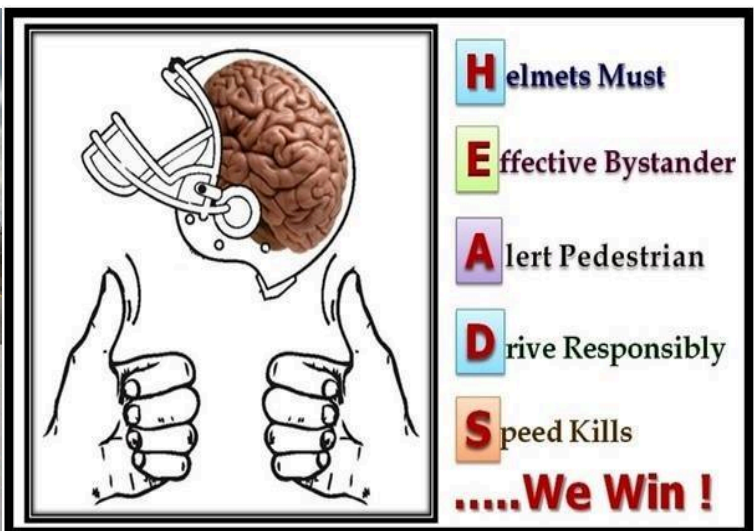
Most road traffic accident victims are in the 20 to 40 year age group and are the main bread earners of the family.

The cost of these accidents and deaths to the nation can be measured at about 3% of the GDP.

If motorcyclists, pillion riders and children wore helmets and automobile drivers and passengers wore seat belts the problem of serious head injuries would reduce significantly.



FOLLOW TRAFFIC RULES



GOOD SAMARITAN



Attention all Indian Friends.....

Supreme Court has announced, any person who meets road accidents can be taken to the nearby hospital immediately. Hospital must not ask for police report to admit him, its doctors' duty to do First-aid. Police can be informed later. Pls spread

this message.. It will help us all....!!! —

आपकी सुरक्षा आपके हाथ



ICE YOUR PHONE –NATIONAL CAMPAIGN

1. ICE – In Case of Emergency
2. Standard Procedure for Paramedics and Police to follow.
3. Close relatives in Phone Memory to be included in ICE.
4. All Mobile Phone users to feed in one/two/three numbers of whom to inform/contact in case of Emergency.
5. Cell phones mostly survive accidents and can give this useful data to Good Samaritans, Police and Paramedics.
6. ICE will speak for you when you can't. Make sure you don't lock your phone.

TAKE THE PLEDGE TO BE SAFE



Your contribution, however small, can make a world of a difference to the lives of those affected.
Take care and follow your head with this safety advice.

TOGETHER WE CAN MAKE A DIFFERENCE!

For online donations, please visit www.indianheadinjuryfoundation.org