

November 16, 2009

PRESS RELEASE

For immediate release

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North Central Regional Trauma Advisory Council introduces “Brecker Bunny
learns to be careful” injury prevention program

During the Thursday, November 19th meeting, the North Central Regional Trauma Advisory Council (NCRCTAC) Injury Prevention Committee will be rolling out the “Brecker Bunny learns to be careful” program.

Each year thousand of children are burned by contact with fire, hot objects, and hot substances. This fire safety program includes the book Brecker Bunny Learns to Be Careful: A Lesson in Fire and Burn Safety. This is the story of an adventurous little bunny that forgets the safety rules and finds himself with a bad burn.

Stevens Point author Hilary Bilbrey will join the NCRCTAC on Thursday to introduce the book and kick-off the project. Over the next several months, NCRCTAC members will take the program to their local Kindergarten classes. The classrooms will be provided with copies of the book, home safety checklists and a journal for the students and parents to share safety tips.

NCRCTAC is a coalition of hospitals, emergency medical services and other entities interested in improving trauma care and injury prevention in our region. The region includes Price, Vilas, Oneida, Forest, Langlade, Taylor, Clark, Marathon, Wood, Portage and Lincoln counties.

The NCRCTAC meeting will be held at Saint Clare’s Hospital in Weston and will be in the Conference Center, rooms A & B. The Brecker Bunny presentation will begin at 10:00 am.

More information about the NCRCTAC can be found at www.ncrtac-wi.org

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