

Traumaroo is the childrens' safety program of the American Trauma Society that employs the services of the animated character Troo to teach important safety habits, with "fun" as a key component. The program helps children develop safe behavior patterns that will become lifelong habits. Traumaroo was developed in 1994 to help reduce preventable injuries among children throughout the country.

The Traumaroo program includes the following:

- VHS videotape
- Facilitator guide
- 20 activity books, 20 certificates, and 20 stickers
- 2 full-color posters
- * Costume available at extra cost

Age Level: Most appropriate for grades K-4
Length: 30-45 minutes

Method: 90 students or fewer recommended
Equipment Needs: VCR and TV

Founded in 1968, the American Trauma Society is a national, nonprofit organization committed to reducing suffering, disability, and death due to trauma. The ATS develops educational injury prevention programs for schools, homes, public service organizations, and the public to help reduce the incidence and severity of trauma-related injuries.

**PLAY SAFE AND STAY SAFE
WITH THE
TRAUMAROO SAFETY SERIES**

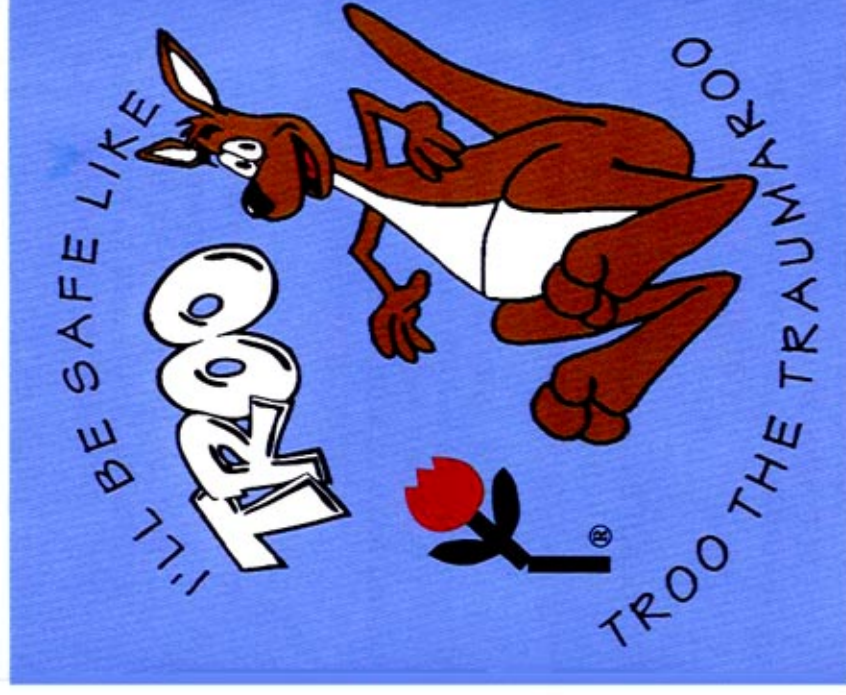
**FOR MORE INFORMATION ON
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**THE TRAUMAROO
SAFETY SERIES**

**EDUCATIONAL PROGRAMS
FOR CHILDHOOD SAFETY**

**FROM THE
AMERICAN TRAUMA SOCIETY**

TRAUMAROO SEGMENTS

- **Bicycle Safety**
Troo explains safe riding habits, including the use of helmets and other protective measures. Also includes accessing Emergency Medical Services.
- **Playground Safety**
Troo reveals tips on how to have fun in the playground while avoiding injuries. Includes access to Emergency Medical Services.
- **Staying Friends**
This segment teaches children how to control their anger when a friend reacts inappropriately.
- **Home Safety**
The ATS's most recent Troo segment instructs children on various DOs and DON'Ts in and around the house.



Did you know that injury is the leading cause of death and disability among children under age 19 in the U.S.? Well, most of these injuries can be prevented. Allow me to teach you how to stay safe, while still having fun.

Here's what teachers, parents, and kids are saying about Traumaroo:

"Well done....Kids remember what Traumaroo says."

"Follow-up activities reinforce the safety message."

"I'll be safe like Troo, the Traumaroo."

HOW DOES THE PROGRAM WORK?

An animated video features Troo--the director of Traumaroo Central, which is a high-tech control center where children can view both safe and unsafe behavior. A unique feature of each Traumaroo video is its computer-enhanced animation and multiple television monitors, which highlight unsafe behavior--such as riding a bicycle without a helmet--and display strategies for safe behavior.

After children finish viewing the Troo video, the facilitator (typically a school teacher or nurse) structures discussions in which children can explore and share their responses to the program. The Traumaroo program's message is further reinforced as children use the activity books, which feature safety-related word games, connect the dots, coloring pages, puzzles, and other activities.

Children are given pretest evaluations one week before the Troo program to determine their knowledge of the subject, and again 30 days after the presentation to determine what safety messages were retained. The program has been evaluated in numerous states, and the results reveal that an exceptionally high percentage of children are able to retain the safety messages that are demonstrated to them.