

Having trouble viewing this email? [Click here](#)



Toronto Santa Speedo Run!



ERT participated in this year's Toronto Santa Speedo Run on December 11th. Starting at Hemingway's Restaurant in Hazelton Lane, we joined fellow Santa Speedo Runners and ran throughout downtown Toronto in support of Sick Kid's Hospital Christmas Toy Drive.

All monies raised will go to the Sick Kid's Hospital Christmas Toy Drive and the ERT crew managed to raise \$3880.00 while as an entire group, this year's Santa's topped over \$30,000 for this year's Toy drive!

A HUGE thank-you to all who supported us in our run!

[Click Here to Donate or for More Information on this year's Santa Speedo Run!](#)



Concussions & Car Seats - What are the Concerns?

Numerous studies throughout North America and Britain are proving that the irreversible brain damage due to injury for victims under the age of 17 is greater than previously believed. Whether due to sudden impact through sports such as football or hockey, cycling accidents or car accidents, we now know that it only takes an impact of a minimum of 7km/hour to fracture a child's skull. Cyclists, including children, travel at an average speed of 18km/h. Helmets help reduce trauma to the head however; the brain simply cannot recover from injury when it strikes the skull at this speed.

Most sports-related head injuries, such as concussions - which temporarily interfere with the way the brain works - are mild and allow for complete recovery. Still, concussion in children can pose serious health risks, ranging from temporary memory deficits to fatal brain swelling. A repeat concussion that occurs soon after an initial concussion can be especially risky. Head injuries take time to heal. Often however; concussion in children goes unrecognized. Another blow to the head while the initial concussion is healing can occasionally result in fatal brain swelling - a condition known as second impact syndrome. A young athlete who sustains a concussion is also at risk of developing postconcussion syndrome. This syndrome is characterized by persistent concussion symptoms, such as headaches, dizziness, irritability and depression. These symptoms can be particularly confusing for a child, as well as his or her family and teachers, if the child doesn't realize he or she has had a concussion.

To protect your child from head injuries, insist on appropriate and properly fitted protective equipment - such as a helmet - during sports and other activities. Also, make sure your child knows that

December Special

Installation, Delivery and Training is Included in all Defibtech purchases and for the Month of December, on-site CPR/AED C certification course for up to 6 participants is also included for all Defibtech Lifeline or View Purchased

[Click Here for more Information](#)



Baby/Child In-home CPR & First Aid Workshops

Canadian Red Cross
Authorized Provider

ERT
Emergency Response Team

For more info call Valerie
at 416.937.8576
or visit www.ert-cpr.com

even a mild bump or blow to the head can cause a concussion and that concussions don't always involve a loss of consciousness. Signs and symptoms of a concussion may include:

- Headache or a feeling of "pressure" in the head
- Nausea or vomiting
- Balance problems or dizziness
- Double or blurry vision
- Sensitivity to light or noise
- Feeling sluggish, groggy or dazed
- Difficulty paying attention
- Memory problems
- Confusion
- Numbness or tingling

If you think your child has sustained a concussion, seek medical help immediately. Your child's doctor will determine how serious the concussion is and when it's safe for your child to return to sports or other activities. [*www.mayoclinic.com](http://www.mayoclinic.com)

Car seats are in also the news since motor vehicle crashes are still the number 1 cause of death of children. On average in North America, 5 children die every day from motor vehicle accidents. Rear facing children are 5 times safer than forward facing children. This is because rear facing in a collision, spreads the force across the toddler's entire back instead of the narrow part of the head and neck for forward facing children. New car seat regulations will take in effect January 1st 2011 however; the current laws will remain the same. This means that while it is not illegal to change a child from rear to forward facing when the child's weight is greater than 20 lbs, it is certainly safer to leave them rear facing. Many experts and pediatricians are hoping that this new information will make parents think twice and keep children rear facing until a minimum of 35lbs.

Manufacturers have had a 12 month grace period to develop infant and child car seats to be introduced during 2011 that will hold larger and heavier children and infants. The damage to the developing brain on forward impact of children and infants is so significant that Toronto Police, Pediatricians, Car seat specialists and Researchers are stressing the importance of keeping those under 40lbs rear facing for as long as possible.

Due to these changes, manufacturers of car seats are warning of a shortage within 2011. All carseats manufactured to date will still be okay to use as long as the manufacturer expiry date has not been passed. All car seats have an expiration date!

For more information please visit:

<http://www.mto.gov.on.ca/english/faq/safety.shtml>

<http://www.cpsafety.com/articles/StayRearFacing.aspx>

http://www.carseat.org/Technical/tech_update.htm#rearfacCR

-



Give the Gift of Life this Holiday Season with an ERT Gift Certificate

Gift Certificates can be used towards any ERT Training course or First Aid Product.

Contact ERT for more information

Sincerely,

Michael & Valerie Wood
ERT - Emergency Response Training
1234 Kingston Road, Suite 102A
Toronto, ON
416-937-8576
www.ert-cpr.com

Forward email

✉ **SafeUnsubscribe®**

This email was sent to valerie@ert-cpr.com by valerie@ert-cpr.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



ERT - Emergency Response Training | Pickering Street | Toronto | ON | M4E 3J9 | Canada