



**THE QUEEN'S  
MEDICAL CENTER**

## **MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE**

Thursday, January 26, 2012

**MEDIA CONTACT:**

Makana Shook  
(808) 691-4105

### **THE QUEEN'S MEDICAL CENTER PRESENTS EDUCATION AND FREE MOTORCYCLE/MOPED HELMETS TO 150 YOUNG ADULT RIDERS AT UH-MANOA**

**WHAT:** A one-hour presentation with evocative photos, stories, and facts about motorcycle and moped helmet safety will be delivered to two audiences. Speakers include former patients who crashed with, and without helmets.

Free helmets will be limited to the first 75 participants who arrive at the 4 pm and 5:30 pm presentations (150 helmets total), complete a survey, and show proof of ridership (Drivers License indicating motorcycle driver, or Moped Registration).

**WHO:** The Queen's Medical Center's Trauma Center, UH-Manoa Shidler College of Business.

**WHEN:** Monday, January 30, 2011  
4:00-5:00 PM  
5:30-6:30 PM

**WHERE:** UH Shidler College of Business, A-102. UH Parking is limited and costs \$5.

**DETAILS:** Each year, approximately 25 college-age young adults are brought to The Queen's Trauma Center due to serious injuries sustained from moped or motorcycle crashes. ER and Trauma staff at Queen's work to save the lives of these moped and motorcycle riders, most of who never thought they would crash, and therefore chose not to wear a helmet.

Dr. Gregory Soares, a motorcyclist and Emergency Department Physician at QMC decided to take action to prevent tragic Traumatic Brain Injuries and death, so he applied for grant money to buy helmets and present information to teens and young adults. QMC now has funding from the Hawaii State Department of Transportation (DOT) to provide young adult riders with facts, motivation, and a free helmet or voucher for their choice of a DOT-approved helmet, from Montgomery Motorsports on Nimitz Highway.

Teachers, Staff, and Administrators at other Hawaii schools (both public and private) may request a similar presentation at their school by calling Cora Speck at (808) 691-7059. Requests will be granted on a first-come, first-served basis, while helmet supplies last.

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The Queen's Medical Center is a 501 (c) (3) non-profit corporation, acute care medical facility accredited by The Joint Commission. The facility houses 505 acute beds and 28 sub-acute beds and is widely known for its programs in cancer, cardiovascular disease, neuroscience, orthopaedics, surgery, emergency medicine and trauma, and behavioral medicine. Queen's is home to a number of residency programs offered in conjunction with the John A. Burns School of Medicine at the University of Hawaii. Queen's has achieved Magnet® status – the highest institutional honor for hospital excellence – from the American Nurses Credentialing Center. Magnet recognition is held by less than five percent of hospitals in the United States. Queen's is the first hospital in Hawai'i to achieve Magnet status.