



PHAT is a non-profit program that promotes the use of helmets in all sports where head injury is a serious risk. Its work is based on medical literature showing helmets work in preventing or reducing head injuries—from concussions to TBI— that can have devastating physical, emotional, and financial impact on the injured and their loved ones.

FOR MORE INFORMATION

Visit UVMHealth.org/PHAT

INJURY PREVENTION

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INJURY PREVENTION

PHAT

Protect your Head at All Times
Protect your Head on All Terrains



UVMHealth.org/InjuryPrevention

THE
University of Vermont
MEDICAL CENTER



PHAT

**Protect our Head at All Times
Protect your Head on All Terrains**

HISTORY OF PHAT

PHAT was founded in 2002 by Robert Williams, MD, a critical care specialist and pediatric anesthesiologist at the University of Vermont Medical Center.

The first focus of PHAT was to increase helmet use among Vermont skiers and snowboarders by promoting access and education at ski resorts across the state. The results speak for themselves. A study released in 2008 by UVM Medical Center and the University of Vermont shows that more than 80% of children are now in helmets at Smugglers' Notch, up from 60% in the 2002-2003 season when PHAT started its program. Helmet use by adults nearly doubled, with almost 60% of adult skiers and riders now using helmets, up from 30% in the 2002-2003 season. The results are based on more than 30,000 observations of skiers and riders across four winters.

PROMOTE A PHAT LIFESTYLE

Helmet use should be the norm, rather than the exception. To change the culture around helmet use, it's important to model and promote best practices.

PHAT is constantly growing and working with partners to encourage helmet use. A PHAT lifestyle is currently promoted for the following activities:

- Skiing
- Snowboarding
- Scootering
- Biking
- Skateboarding
- ATV-ing
- Snowmobiling
- Sledding/Tubing

Resources available in the PHAT toolkit include:

- Flyers
- Posters
- Brochures
- Blog Posts
- Promotional PHAT Stickers
- Community Education Displays



HELMET ACCESS PROGRAM

PHAT wants helmets to be accessible to all members of our communities, so they always have the option to ride and live PHAT.

Medical offices and community programs can help accomplish this goal by becoming a PHAT partner. Partners serve as distribution sites for the helmet access program. They are essential for providing affordable helmets to their communities. The PHAT program provides partners with helmets to be sold or distributed at the recommended cost of \$10 each, at no cost to them.



In addition to helmets, partners are provided with materials to promote the helmets in their office and community as well as educational resources customized to the needs of their patients. All materials, except for the stickers, can be co-branded with PHAT and the Partner's logos and information.