

NEWS BRIEFS**ThinkFirst Navajo honored for buckle-up newborns initiative**

FARMINGTON – ThinkFirst Navajo, sponsored by Eve’s Fund for Native American Health Initiatives, received the 2020 Outstanding Community Involvement Award for its recently launched “Buckle Up Navajo Newborns” initiative.

The group received the honor from ThinkFirst National Injury Prevention Foundation, a nonprofit organization that works to prevent brain, spinal cord, and other traumatic injuries.

ThinkFirst Navajo was one of seven announced at a “virtual” ceremony, streamed via the ThinkFirst Foundation’s Facebook page on April 24.

ThinkFirst has 171 chapters

throughout the United States and around the world. Among these, ThinkFirst Navajo is the only one that operates exclusively on a federally recognized American Indian reservation, an area in which injury rates are three times the national average.

ThinkFirst Navajo started “Buckle Up Navajo Newborns” in 2019 in response to reports that the Navajo Nation has one of the highest child mortality rates in the country, with the leading cause from motor vehicle crashes.

Last July, ThinkFirst Navajo donated 50 car seats to the Navajo Department of Transportation’s Highway Safety Division and has ordered 50 more for families in need when COVID-19 related restrictions are lifted.

Under the leadership of Norman Bowman, program manager of the NDOT’s Highway Safety Division, certified technicians will provide hands-on instruction to parents who receive the car seats.

“This award is such positive news for ThinkFirst Navajo and all of our partners across the Navajo Nation at this challenging time,” said Barbara Crowell Roy, Eve’s Fund president.

Eve’s Fund for Native American Health Initiatives is a non-profit that promotes wellness among young people across the Navajo Nation. The late Dr. Robert M. Crowell and Barbara Crowell Roy founded Eve’s Fund in 2005 in memory of their daughter, Eve Erin Crowell.