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## **P R E S S   R E L E A S E**

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### **Brain Injury Advocates Call for End to a Silent Epidemic**

**5.3 million Brain Injury survivors and their families honored in month-long awareness campaign.**

**McLean, VA March 1, 2007-** The Brain Injury Association of America today announced the availability of "Living with Brain Injury: As Diverse As We Are," a free information kit packed with fact sheets, booklets and other useful tools about traumatic brain injury (TBI), which is the signature injury of the War in Iraq and Afghanistan, a leading cause of death and disability among young people, and a growing risk for older Americans.

Every 23 seconds someone in the United States will sustain a traumatic brain injury. Each year, 1.4 million Americans a year will sustain a brain injury at a cost of 60 billion dollars to the nation. March is Brain Injury Awareness Month. This year's campaign is focused on educating the public about this silent epidemic. The association's Brain Injury Awareness Month kit includes:

- A poster reflecting the diversity of traumatic brain injury across the United States;

- Four vignettes reflecting personal stories of individuals who have sustained a brain injury
- The Centers for Disease Control and Prevention's *Facts about Traumatic Brain Injury* fact sheet;
- An informational sheet of facts and questions about the Defense and Veteran's Brain Injury Center.
- A Directory of the Association's Chartered State Affiliates; and the Brain Injury Association of America bookstore informational sheet;
- Five booklets:
  - ❖ *Behavioral Challenges after Brain Injury*
  - ❖ *Challenges, Changes, and Choices: A Brain Injury Guide for Families and Caregivers*
  - ❖ *Driving After Brain Injury: Issues, Obstacles and Possibilities;*
  - ❖ *Falls: The Leading Cause of Brain Injury*
  - ❖ *A Physician Talks about Severe Brain Injury: The Basics;*

“People of all ages, races and geographic locations sustain traumatic brain injuries, said Susan H. Connors, Brain Injury Association of America President/CEO. This year's Brain Injury Awareness Month campaign honors the millions of survivors, who with proper acute care, therapeutic rehabilitation and adequate long-term supports, are living with brain injury every day.” The association is the leading national organization serving and representing individuals, families and professionals who are touched by a life-altering, often devastating, traumatic brain injury. The organization provides information, education and support to assist individuals living with traumatic brain injury and their families.

For more information about the Brain Injury Association of America, please visit the Brain Injury Association of America's website at **[www.biausa.org](http://www.biausa.org)** or call the association's National Brain Injury Information Center at 1-800-444-6443.

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