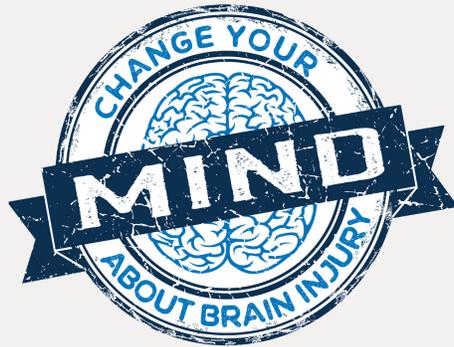


March 2019

#ChangeYourMind

Brain Injury Awareness Month
Campaign Toolkit



INTRODUCTION

Each March, the Brain Injury Association of America (BIAA) leads the nation in observing Brain Injury Awareness Month by presenting and leading a national awareness campaign. The theme for the 2018 to 2020 campaign is **Change Your Mind.**

The #ChangeYourMind campaign is a nationwide call to action for all brain injury advocates to join BIAA and its network of state affiliates, chapters, and divisions in improving the quality of life of every person impacted by brain injury.



As the nation's oldest and largest brain injury advocacy organization, BIAA is the voice of brain injury. We are committed to ensuring everyone in the United States who sustains a brain injury is diagnosed, treated, and accepted.

The #ChangeYourMind campaign provides a platform for educating the general public about the incidence of brain injury and the needs of people with brain injuries and their families. The campaign also lends itself to outreach within the brain injury community to de-stigmatize the injury, empower those who have survived, and promote the many types of support that are available.

WAYS TO GET INVOLVED DURING BRAIN INJURY AWARENESS MONTH

The #ChangeYourMind campaign lends itself to multiple communications strategies, including public events, online promotion, and dissemination through print and electronic channels. Here are some ideas:

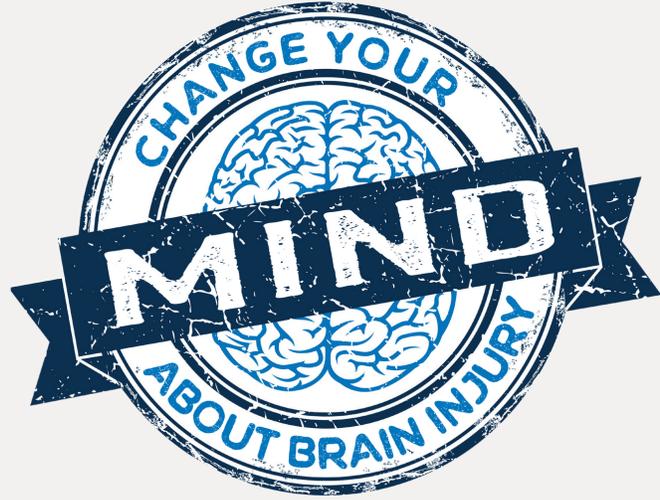
- Download and share the #ChangeYourMind collateral made available by the Brain Injury Association of America.
- Like and follow our online social networks for campaign information.
- Check to see if there is a chartered BIA affiliate in your state and, if so, connect with them to see how you can join their events and plans during March.
- Plan to host an event during Brain Injury Awareness Month. Events may be used to increase awareness and understanding about brain injury, to remember someone lost to brain injury, or even to celebrate a loved one's recovery.
- Contact civic clubs in your area and offer to be a speaker at their March meetings. Individuals who have survived brain injuries and family caregivers are compelling communicators.
- Use the home page of your website and/or social media properties to remind your community "March is Brain Injury Awareness Month."
- Send a press release or op-ed column to local newspapers.
- Tell the story of your brain injury online - the Brain Injury Association's website offers a Personal Stories section as an option in addition to your own social media properties.
- Host a fundraiser for the Brain Injury Association. Facebook fundraisers spread like wildfire and are a great way to support the association and raise awareness.

VISIT WWW.BIAUSA.ORG/CYM TO GET INVOLVED



JOIN & PROMOTE THE CAMPAIGN

Promoting the #ChangeYourMind brain injury campaign is simple! This toolkit contains information on sharing campaign content as well as tips for raising awareness.



The #ChangeYourMind Campaign Stamp (shown above) is a great place to begin! The stamp gives advocates like you an opportunity to easily participate in Brain Injury Awareness Month by adding the stamp to your own content and collateral.

To download the #ChangeYourMind Stamp, click the image above or visit www.BIAUSA.org/CYM.

LEGISLATIVE ISSUE BRIEFS

Coordinate Federal Resources



ABOUT BRAIN INJURY
An acquired brain injury (ABI) is any injury to the brain that is not hereditary, congenital, degenerative, or induced by birth trauma. There are two types of ABI – non-traumatic, or those injuries caused by an internal force, and traumatic. A traumatic brain injury (TBI) is an alteration in brain function or other evidence of brain pathology caused by an external force. The Centers for Disease Control and Prevention (CDC) report that 2.8 million children and adults sustain TBI annually and at least 5.1 million live with a TBI-related disability. The cost to society for medical care and lost wages associated with TBI is \$76.3 billion annually.

Individuals with brain injury may experience memory loss, concentration or attention problems, and language difficulties with planning, reasoning, and problem-solving. Impulsivity, aggression, and inappropriate social behavior challenges may include fatigue, balance or motor skills, sensory loss, and seizures. Brain injury can lead to respiratory, circulatory, digestive, and neurological diseases, including epilepsy, Alzheimer's, and Parkinson's disease. Poor outcomes after brain injury result from shortened lengths of stay in both inpatient and outpatient treatment settings. Factors point to a lack of sufficient evidence-based research as a primary reason for coverage denial of medically necessary treatment. This occurs particularly when behavioral health services and cognitive rehabilitation are needed.

ABOUT BIAA
Founded in 1980, the mission of the Brain Injury Association of America (BIAA) is to advance brain injury awareness, research, treatment, and education to improve the quality of life for all people affected by brain injury. BIAA is dedicated to increasing access to high quality care and accelerating research. With a network of state affiliates, local chapters, and support groups, BIAA provides help, hope, and healing and serves as the Voice of Brain Injury for individuals who are injured, their families, and the professionals who provide research, treatment, and services.

For Information Contact: Amy Colberg, Director of Government Affairs • acolberg@biausa.org
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www.biausa.org

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Grow the Congressional Brain Injury Task Force



JOIN THE EFFORT
The mission of the Congressional Brain Injury Task Force is to further education and awareness of brain injury and support funding for basic and applied research, brain injury rehabilitation, and development of a cure. Please join the Task Force to help make life better for individuals with brain injury and their families. To sign up, contact the office of the chair:

- | | | |
|--|--|--|
| Tammy Baldwin, WI
Joyce Beatty, OH-03
Sanford Bishop, GA-02
Bob Brady, PA-01
Cheri Bustos, IL-17
Shelly Moore Capito, WV
Cory Gardner, CO-04
Lamar Smith, TX-11
John G. Ratcliffe, IN-06
Dan Claitor, KS-01
John Cornyn, TX-13
James L. Hironaka, SC-04
Steve Cohen, TN-09
Gerald Connolly, VA-11
Joe Courtney, CT-02
Kevin Cramer, ND
Mike Crapo, Idaho
Joseph Crowley, NY-14
Danny Davis, IL-07
Peter DeFazio, OR-04
Diana DeGette, CO-01
Lloyd Doggett, TX-35
Michael Doyle, PA-14
Bill Foster, IL-11
John Garamendi, CA-03
Bob Goodlatte, VA-06
Raul M. Grijalva, AZ-03 | HON. BILL PASCRELL, JR., CHAIR
Brian Higgins, NY-26
Eleanor Holmes-Norton, DC
Shelia Jackson-Lee, TX-18
Walter B. Jones, NC-03
Derek Kilmer, WA-06
Ann McLane Kuster, NH-02
Tom Lantos, OH-13
Barbara Lee, CA-12
Frank Lautenberg, NJ-02
David Loebsack, IA-02
Zoe Lofgren, CA-19
Stephen F. Lynch, MA-08
Edward Markey, MA-02
James McGovern, MA-02
Jerry McNerney, CA-09
Bob Menendez, NJ
Jerrold Nadler, NY-10
Grace Napolitano, CA-32
Richard Neal, MA-01
Beto O'Rourke, TX-16
Frank Pallone, NJ-06
Donald Payne, NJ-10
Earl Blumenfuss, CO-07
Collin Peterson, MN-07 | David Price, NC-04
Mike Rogers, AL-03
C.A. Ruppersberger, MD-02
Tim Ryan, OH-13
Linda Sanchez, CA-38
Adam Schiff, CA-28
Mark Takano, CA-41
Adam Smith, WA-09
Steve Stivers, OH-15
Mark Takano, CA-41
Bennie Thompson, MS-02
Mike Thompson, CA-05
John Thune, SD
Patrick Tiberi, OH-12
Paul Tonko, NY-20
Fred Upton, MI-06
Chris Van Hollen, MD
Tim Walberg, MI-07
Timothy Waltz, MN-01
Peter Welch, VT
Joe Wilson, SC-02
Robb Wittman, VA-01 |
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Sign up for BIAA's free e-newsletter, Policy Corner, at www.biausa.org

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Bolster Research for Traumatic Brain Injury



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Each year, BIAA releases updated Legislative Issue Briefs detailing the critical public policy issues of importance to people with brain injury. Advocates are encouraged to use the issue briefs when working with national, state, and local government officials to educate them on topics ranging from access to care, research, appropriations, and information on the Congressional Brain Injury Task Force.

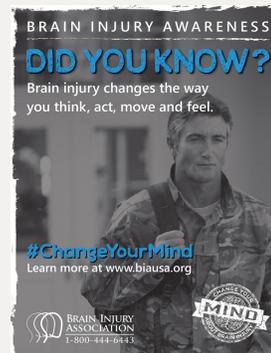
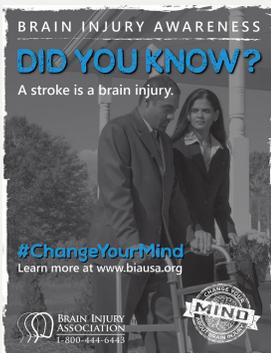
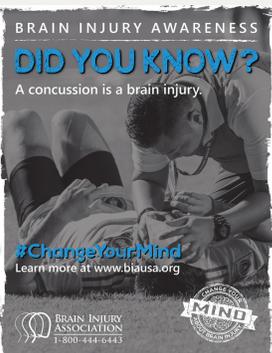
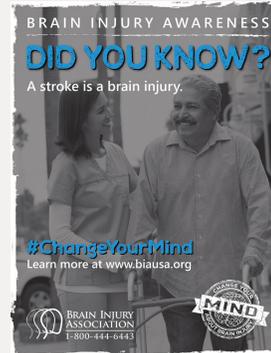
CAMPAIGN HASHTAG

A hashtag consists of a number sign (#) added at the beginning of a word or an unspaced phrase to form a label. It is used to view and track similarly tagged messages on social media platforms such as Facebook, Google+, Instagram, and Twitter. The hashtag for the 2018 - 2020 campaign is:

#ChangeYourMind

POSTERS AND FLYERS

Individual posters and flyers shown below are available for download on the campaign website at www.BIAUSA.org/CYM. You may also click on the graphic(s) below to view/download specific collateral within the collection.



2019 BRAIN INJURY FACT SHEET

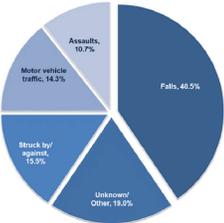


**BRAIN INJURY
FACTS & STATISTICS**



- Every 9 seconds, someone in the United States sustains a brain injury.
- An acquired brain injury (ABI) is any injury to the brain that is not hereditary, congenital, degenerative, or induced by birth trauma.
- More than 3.5 million children and adults sustain an ABI each year, but the total incidence is unknown.
- Typical causes of ABI include:
 - Electric Shock
 - Infectious Disease
 - Lightning Strike
 - Near Drowning
 - Oxygen Deprivation (Hypoxia/Anoxia)
 - Stroke
 - Seizure Disorder
 - Substance Abuse/Overdose
 - Toxic Exposure
 - Tumor
- Traumatic brain injury (TBI) is type of ABI. A TBI is caused by trauma to the brain from an external force.
- The number of people who sustain TBIs and do not seek treatment is unknown.
- One of every 60 people in the U.S. lives with a TBI-related disability. The annual impact of TBI in the U.S. is significant:
 - At least 2.5 million people sustain a TBI
 - 2.2 million are treated for TBI in Emergency Departments and Trauma Centers
 - 280,000 are hospitalized
 - 50,000 die

Leading Causes of TBI



- Every day, 137 people die in the United States because of a TBI-related injury.
- At least 5.3 million Americans live with a TBI-related disability.
- When someone sustains a brain injury, many people are affected:
 - Survivors and their parents, spouses, siblings, extended families, and friends
 - Healthcare providers
 - Insurance companies
 - Attorneys
 - Educators
 - Government agencies
 - Employers of all types

1608 Spring Hill Road • Suite 110 • Vienna, VA • 22182 • 1-800-444-6443 • www.biausa.org

The Brain Injury Association of America publishes a one-page document detailing the latest statistics and key messages in brain injury as well as the most common causes of brain injury. It is designed to be shared online or printed and distributed.

The #ChangeYourMind Brain Injury Fact Sheet is an easy way to increase awareness and understanding of brain injury with reliable, up-to-date information. Visit BIAUSA.org/CYMFactSheet to download the latest version.

CALL TO ACTION: HELP IS AVAILABLE

No matter how you choose to promote the #ChangeYourMind campaign, remember to communicate that help is available through the Brain Injury Association of America. Here are some examples of proper calls to action to ensure people know that help is available.

- Speak to a Brain Injury Expert. Call the National Brain Injury Information Center (NBIIIC) at 1-800-444-6443.
 - Learn more about brain injury online at www.BIAUSA.org.
 - Tell your story or read the advice from other brain injury survivors at BIAUSA.org/Community.
 - Get Justice! Speak with a Brain Injury Preferred Attorney by visiting BIAUSA.org/Attorneys.
 - Read the Brain Injury Association's 2019 Legislative Priorities at www.BIAUSA.org/Policy.
 - Get involved in research for a cure! Visit www.BIAUSA.org.
- 

QUOTES ABOUT THE CAMPAIGN

Feel free to use the following quotes in your communications or modify them and attribute them to leaders in your organization.

"The number of brain injuries in the United States is staggering: more than 5 million children and adults are injured each year. Research, treatment, and support speed recovery and help survivors return home, return to their jobs, and return to their lives."

Brent Masel, M.D.
National Medical Director
Brain Injury Association of America

"People with brain injury and their family members count on us to provide the information, resources, training, advocacy, and awareness on their behalf."

Susan H. Connors
President and CEO
Brain Injury Association of America

"People with brain injuries want the same things we all want: to have a job, a nice home, their independence, someone to love, and fun in their lives."

Susan H. Connors
President and CEO
Brain Injury Association of America

MEDIA ENGAGEMENT

Advocates like you are our greatest asset. We rely on you to share the message of help, hope, and healing to members of your community who may be facing the consequences of brain injury. Distributing a press release or a letter to the editor are great ways to increase awareness and understanding of brain injury. By following the link below, you can download and customize a press release, letter to the editor, newsletter, or proclamation template.

Visit www.BIAUSA.org/MediaAwareness to view or download sample statements for media engagement.



For Immediate Release

DATE

Press Contact

YOUR CONTACT NAME

PHONE NUMBER

[EMAIL ADDRESS](#)

MARCH IS BRAIN INJURY AWARENESS MONTH: 5.3 Million Americans Are Living with Brain Injury

Location City, State Abbreviation. – Every March, the Brain Injury Association of America (BIAA) leads the nation in recognizing Brain Injury Awareness Month, a time to acknowledge and support the millions of Americans impacted by brain injury. The theme for the 2018-2019 awareness campaign is **Change Your Mind**.

SOCIAL MEDIA SAMPLES

Follow BIAA's social media channels for the latest content throughout Awareness Month.



@BrainInjury
AssociationofAmerica



@BIAAmerica



@BIA_USA



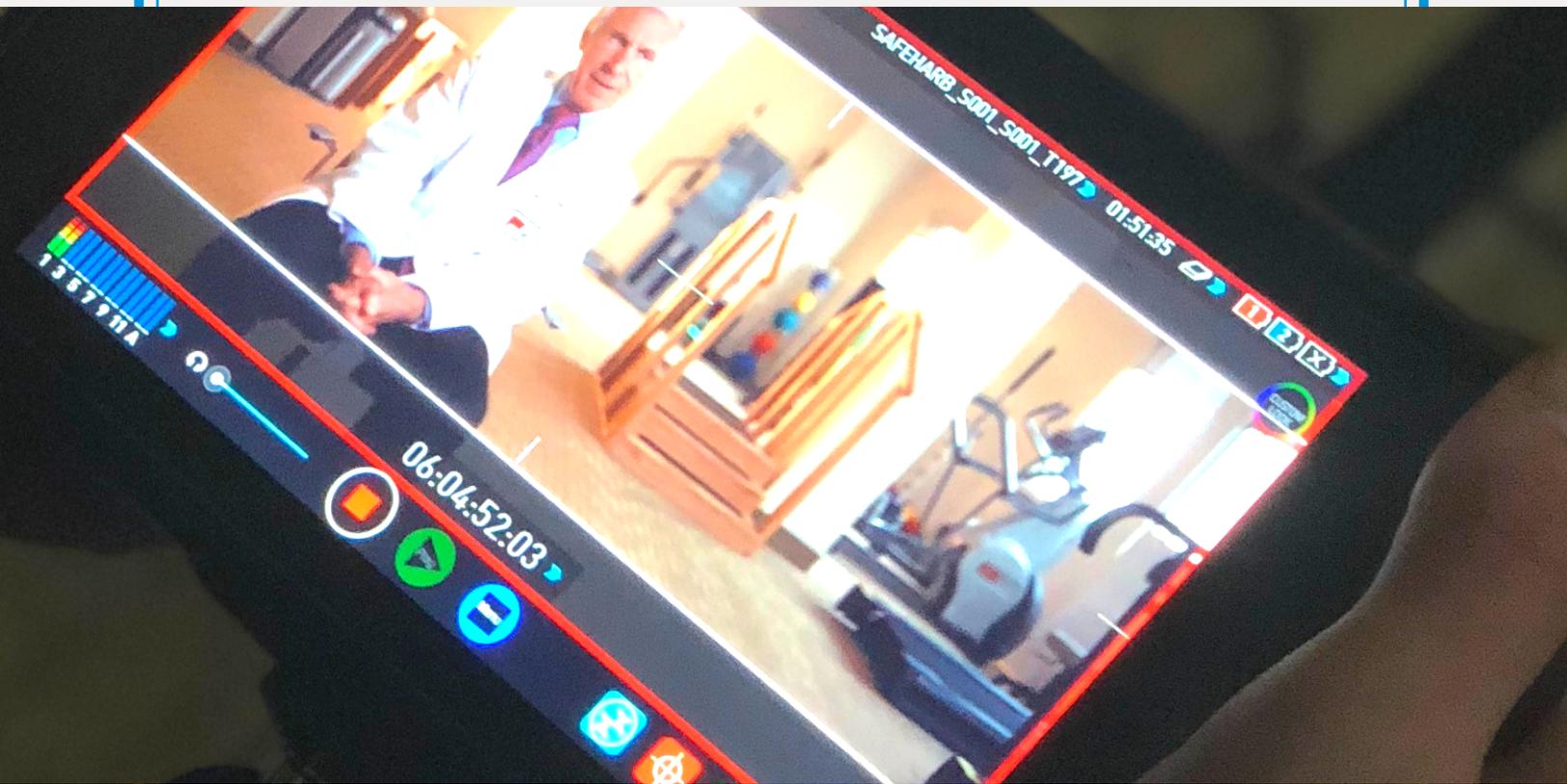
@BrainInjury
AssociationofAmerica

In addition to the resources included in this toolkit, you are welcome to use the #ChangeYourMind Social Media Samples found on BIAA's website to assist in engaging your community.

[View & Download Sample Social Media Content at BIAUSA.org/SocialMediaCYM.](http://BIAUSA.org/SocialMediaCYM)

SHARE THE BIAA BRAND VIDEO

The Brain Injury Association of America's (BIAA) brand video describes the organization's work against the backdrop of one young man's injury and fight for recovery and demonstrates the importance of the #ChangeYourMind Brain Injury Awareness Month Campaign. You can find the video by clicking the image below or visiting www.BIAUSA.org.



COMPLETE THE CAMPAIGN FORM

Visit the #ChangeYourMind campaign website and complete the submission form to tell us what you are doing to raise awareness during Brain Injury Awareness Month! Advocates will receive graphics, sample messages, ideas, and more throughout the month of March.

Go to www.BIAUSA.org/ChangeYourMind to complete the submission form, download the graphics, videos, and fact sheets mentioned in this toolkit, and see the latest Brain Injury Awareness Month news.