



BRAIN INJURY  
ASSOCIATION  
OF AMERICA

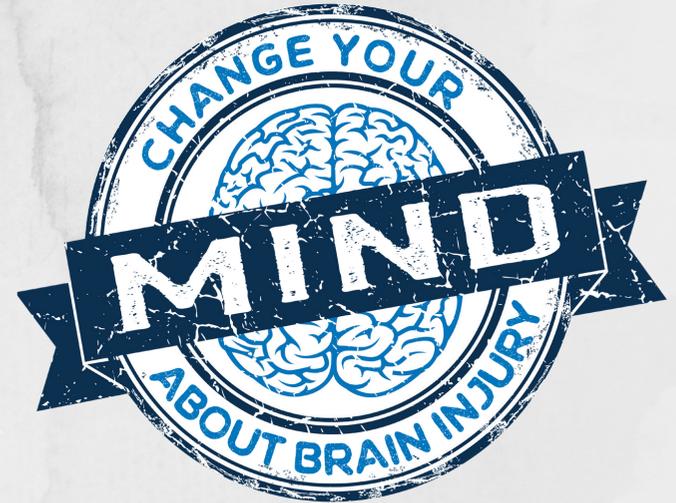


*Change Your Mind*

2018 - 2020 Awareness Campaign

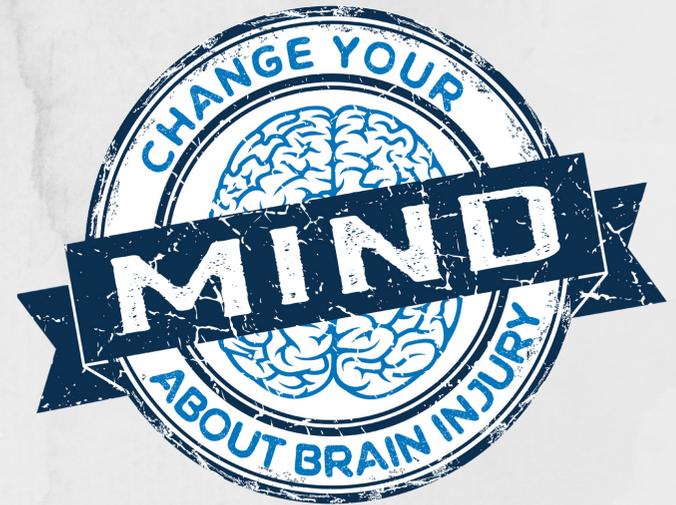
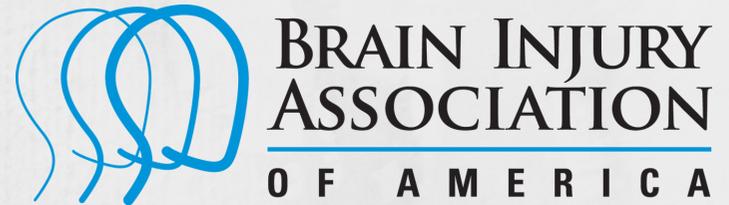
The Brain Injury Association of America (BIAA) leads the nation in observing Brain Injury Awareness Month by conducting an awareness campaign in March each year. The theme for the 2018 to 2020 campaign is **Change Your Mind**.

The #ChangeYourMind campaign provides a platform for changing common misconceptions about the injury; educating the public on the incidence of brain injury and the needs of individuals who are injured and their families; and offers tools and information for anyone to advocate for access to care after brain injury.



## *Change Your Mind* Campaign

The use of the blue and white colors present in BIAA's branding are intended to convey credibility, health, and well-being. The **Change Your Mind** stamp is intended to serve as an accessible graphic for advocates, volunteers, supporters, and others engaging with the campaign. It will be available for download and use on social media, email signature, personal awareness collateral, etc... and featured on BIAA's campaign graphics. A version of the stamp will also be created for the Facebook Profile Photo Frame feature.



## *Change Your Mind* Visual Identity

The #ChangeYourMind collateral will correct misconceptions about brain injury and encourage engagement on BIAA's website or social media.

Every poster is in black/white and features the #ChangeYourMind stamp.

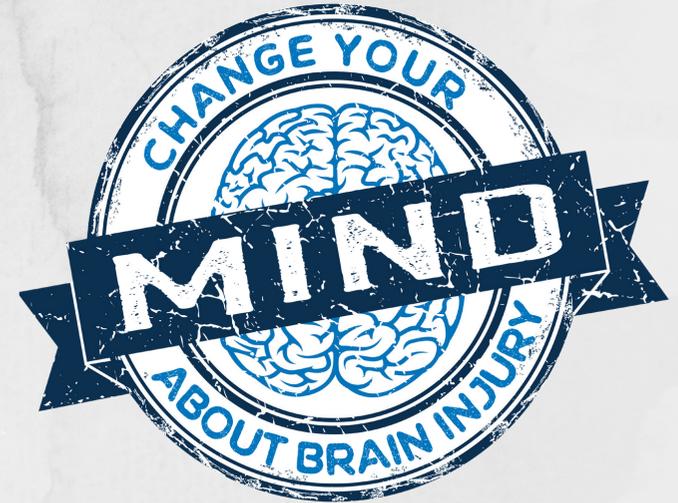
Advocates are invited to download any of the #ChangeYourMind campaign collateral online at [www.biausa.org/ChangeYourMind](http://www.biausa.org/ChangeYourMind).



*Change Your Mind*  
Visual Identity

The **Change Your Mind** campaign is a call to action for everyone, everywhere to join the Brain Injury Association of America in achieving the following goals:

- **Improve care and support** for individuals with brain injury and their families.
- **Increase awareness and understanding of brain injury** and the Brain Injury Association.



*Change Your Mind*  
Campaign Goals



## **Disseminate Campaign Collateral**

Reduce the stigma and enhance knowledge of brain injury by creating and sharing campaign collateral, such as flyers, posters, postcards, advertisements, press releases, and public service announcements (PSAs).



## **Encourage Participation**

Encourage the brain injury community, including people living with brain injury, family members, medical professionals, and other advocates, to participate in the #ChangeYourMind campaign.

Recognize and support the vital role family members, caregivers, researchers, and professional clinicians play in the lives of people with brain injury.

*Change Your Mind*  
**Campaign Tactics**



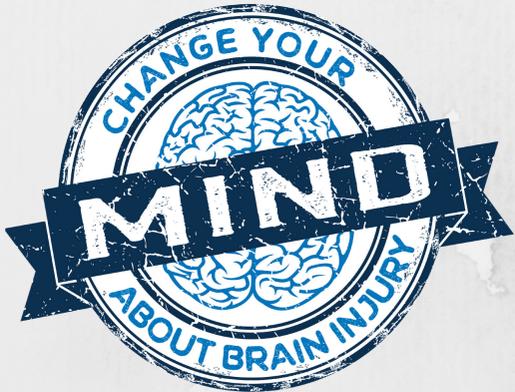
## Disseminate Campaign Collateral

With help from advocates like you, the Brain Injury Association of America will disseminate #ChangeYourMind campaign collateral in a visually appealing and easily shareable format. Specific examples include:

- #ChangeYourMind Posters & Flyers (PDF)
- #CYM Visual Identity (Stamp)
- Brain Injury Fact Sheet
- Public Service Announcements (PSAs)
- Press Release(s)
- Legislative Issue Briefs
- Campaign Apparel

[View Collateral  
Download Stamp](#)

[Order T-Shirt](#)



*Change Your Mind*

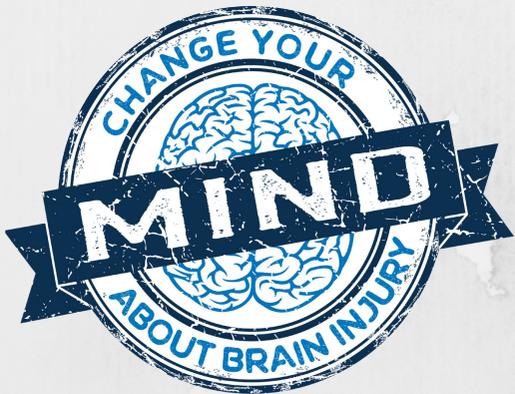
Campaign Tactic: Disseminate Collateral



## Encourage Participation

The Brain Injury Association of America encourages advocates such as state affiliate representatives, people living with brain injury, family caregivers, medical professionals, and others to participate in the #ChangeYourMind campaign.

- Join the conversation on social media
- Invite friends to participate in the #ChangeYourMind campaign
- Encourage advocates to register on BIAA's website
- Encourage advocates to share their own person story on BIAA's website
- Ask friends to change their Facebook Profile Picture to include BIAA's #ChangeYourMind Photo Frame



*Change Your Mind*

**Campaign Tactic: Encourage Participation**



**Share the  
#**

Anyone can speak to a brain injury expert by contacting the National Brain Injury Information Center (NBIIIC) at 1-800-444-6443.



**Register!**

Join our Online Community! Register on [biausa.org](http://biausa.org) to receive brain injury news & information.



**Follow Us**

Follow and engage with BIAA on Facebook & Twitter.



**Download  
Stamp**

Download #ChangeYourMind stamp to incorporate on your own graphics or social media!

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*Change Your Mind*  
**Take Action**