

Think you know about concussions? Think again.

Concussion Awareness Now is a coalition of advocacy groups, founded by Abbott and the Brain Injury Association of America, to raise awareness about the seriousness of concussions and the importance of getting them checked.

The Problem

53%

of people who suspect they have a concussion never get it checked

In other words:

1 in 2

concussions are ignored

The Upside

7 in 10

parents would take their child in to see a doctor for a suspected concussion

The Myths

84%

of people believe athletes are most at risk for concussion

BUT

Only 3% of concussions that present to the ER are sports-related¹

56%

of people think you have to hit your head to sustain a concussion

BUT

Concussions can result from a sudden jolt to the body as well as a hit on the head²

13%

of people think that all concussions result in a loss of consciousness

BUT

Concussions have many possible symptoms. Loss of consciousness is only one of them³

The Bottom Line

The No.1

reason people don't seek care

Not believing symptoms are severe enough

The reality is concussions can be an invisible injury – so if you have any suspicion you may have a concussion: **Get it checked.**

Learn more at ConcussionAwarenessNow.org



Based on a representative 3,000-person U.S. survey ran in November 2022, commissioned by Abbott on behalf of Concussion Awareness Now

1.<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4786477/>
2.https://www.cdc.gov/headsup/basics/concussion_whatIs.html
3.https://www.cdc.gov/headsup/pdfs/providers/facts_about_concussion_tbi-a.pdf