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
- 56% of people think you have to hit your head to sustain a concussion
- 13% of people think that all concussions result in a loss of consciousness
  
  **BUT**
  
  - Only 3% of concussions that present to the ER are sports-related
  - Concussions can result from a sudden jolt to the body as well as a hit on the head
  - Concussions have many possible symptoms. Loss of consciousness is only one of them

**The Bottom Line**

- The No. 1 reason people don’t seek care is 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