



# Brain Injury Awareness Month

Promotional Toolkit



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# PURPOSE

March is Brain Injury Awareness Month. Brain injury changes life in an instant for the person injured as well as his or her family. Brain injury can happen to anyone, anywhere, anytime – it does not discriminate. Military personnel, farmers, senior adults, young children and teenagers are all high-risk populations for brain injury.

According to the Brain Injury Guide and Resources website, 31.92% of Missourians live in rural counties (28<sup>th</sup> most rural state in the U.S.). Additionally, the website notes individuals with Traumatic Brain Injuries (TBIs) from rural areas experience unique difficulties related to limited resources, limited access to appropriately trained health professionals, limited transportation and limited employment opportunities. (Issues/Resources for Persons with TBI in Rural Areas <https://braininjuryeducation.org/populations/rural>)

The Brain Injury Awareness Month Promotional Toolkit is a resource that can be used to help farmers, ranchers, individuals and families with TBI who live and work in rural and urban communities. In support of this shared goal, Missouri AgrAbility in collaboration with the Brain Injury Association of Missouri developed this resource that includes brain injury facts for social media, information about brain injury and national and state resources.

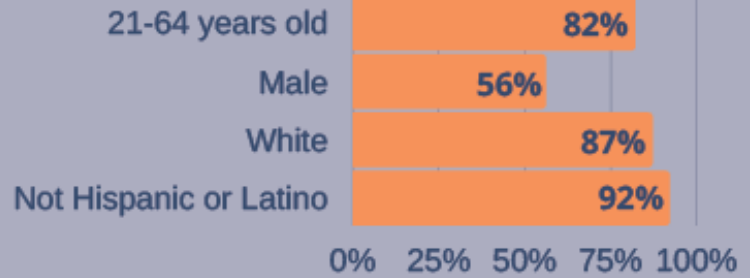
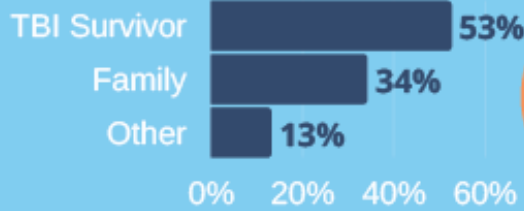
Missouri AgrAbility helps farmers and ranchers with disabilities and their families succeed. The program links the University of Missouri and Lincoln University Cooperative Extension with the Brain Injury Association of Missouri to provide practical education and on-the-farm assistance that promotes agricultural and rural independence. Additional information about Missouri AgrAbility can be found on page 14.



# MISSOURI TRAUMATIC BRAIN INJURY

## 2020 Needs Assessment

173 RESPONDENTS FROM 37 COUNTIES



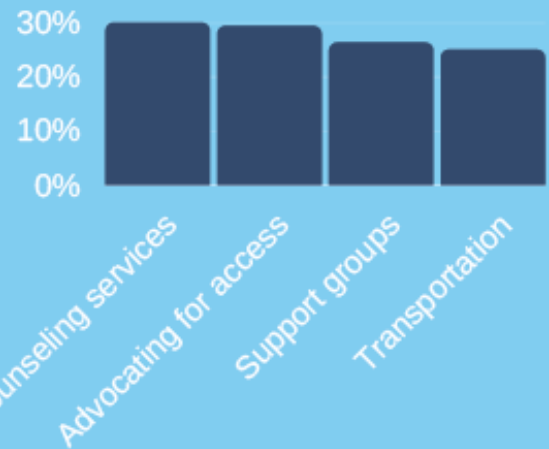
**80%**  
Currently experiencing at least one *barrier* to accessing TBI supports and services

Top Barriers:

- Unaware of services & resources
- Difficulty understanding process or paperwork
- Inability to pay for needed services
- Lack of transportation



Identified at least one unmet **information and referral** need



**55%**  
Identified at least one unmet **financial management** need

Most frequently identified unmet **recreation services / access** needs

- Social
- Physical
- Transportation to activities
- Life skills / community integration
- Sports
- Nature

Top need:



*"The fact I am unable to drive myself where I need / want to go. I do have people I can ask, however it's more of a pride thing. I already have unsettling feelings about being a bother to my family and others in my life..."*

**85%** →

Identified at least one unmet **continuing education** need

**51%**

Aging with brain injury

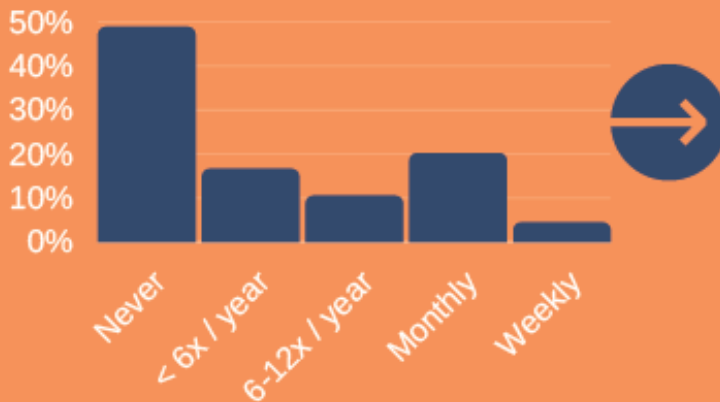


**Over 1/3**

- Coping / adjustments to living with TBI
- Changes in relationships
- Ongoing care / support
- Managing behaviors
- Mental health challenges



### Support Group Attendance Frequency



"We need [support] groups that navigate and push one another over the battles."

### Reasons for *not* attending:

- No support groups held in respondents' area
- Inconvenient meeting times
- Transportation challenges
- Lack of awareness about support groups



**43%**

Do *not* currently have a **service coordinator**

- **45%** do *not* know how to get one
- About **25%** do *not* want / need one



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### Local information and resources:



<https://health.mo.gov/living/healthcondiseases/tbi/>



<https://www.biamo.org/>

# HOW TO PARTICIPATE

Materials and resources in this toolkit will help you start a conversation in your community about brain injury. You can participate and show your support by:

- Sharing the brain injury facts of the day and resources from this toolkit on Facebook, Twitter, Instagram and other social media platforms.
- Sharing articles about brain injury on your personal, professional and organizational social media accounts and through local traditional media outlets.
- Planning and implementing a 4-H SPIN Club around Brain Injury Awareness using the [4-H Save Your Brain Leaders Guide](#) to help youth understand the causes of traumatic brain injury, the effects and how to interact with survivors of brain injury.

## News Release

Partner representative name

Title

Email

Phone number

### [Your Organization] Celebrates Brain Injury Awareness Month, Honors 5.3 Million Americans Living with Brain Injury

[CITY IN ALL CAPS], MO. – Each March, the Brain Injury Association of Missouri (BIA-MO) leads rural and urban campaign efforts by collaborating with partners such as Missouri AgrAbility and Missouri brain injury stakeholders in recognizing Brain Injury Awareness Month, a time to acknowledge and support the millions of Americans impacted by brain injury. The theme for the 2022 awareness campaign is “More Than My Brain Injury”.

An Acquired Brain Injury (ABI) is any injury to the brain that is not hereditary, congenital, degenerative, or induced by birth trauma. ABIs – from trauma, stroke, infectious diseases, and brain tumors – are a serious public health issue in the United States, where someone sustains a brain injury every nine seconds. According to available data, more than 5.3 million Americans live with brain injury-related disabilities at a cost exceeding \$76.5 billion (in 2010 dollars) annually.

People living with brain injuries want the same things we all want: a good job, someone to love, a nice home, and fun in their lives. They want to be defined by who they are as people, not by their injuries.

“For many, brain injury evolves into a chronic health condition that changes who they are and how they interact with the world”, offered Maureen Cunningham, BIA-MO’s executive director. “Raising awareness of the impact of brain injury and making sure people have access to the support they need is essential – not only in March, but throughout the year”.

The “More Than My Brain Injury” campaign provides an opportunity for educating the public about the incidence of brain injury in rural and urban Missouri. It aims to de-stigmatize the injury, highlight the diversity of the brain injury community, and empower those who have survived.

Each year, the Brain Injury Association of Missouri assists farmers, ranchers, individuals, and families who experience the life-changing and devastating consequences of brain injury.

Individuals in need of information, resources, or support after brain injury may speak with a brain injury specialist by contacting the Brain Injury Association of Missouri at 1-800-444-6443, [info@biamo.org](mailto:info@biamo.org), or [biamo.org](http://biamo.org).

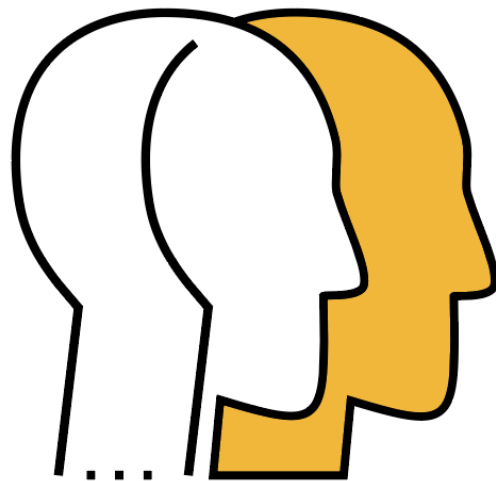
# SOCIAL MEDIA MESSAGING

Share the brain injury facts of the day to engage with your community. The messages can be shared on any social media platform including Facebook, Twitter and Instagram.

Adapt the facts of the day to add to newsletters during the month.

Plan to select facts of the day that relate to your community and your target audience to share on your personal, professional and/or organizational social media profiles. Customize and edit messages as needed.

Make sure to use the hashtag [#MoreThanMyBrainInjury](#) so others can join in on the conversation.





## **Brain Injury Fact of the Day**

1. Brain injury affects thinking, attention, behavior, and movement. Beginning and experienced farmers with brain injuries may benefit from modified equipment or alternative farming methods.
2. Wearing an approved motorcycle helmet is effective in saving lives, preventing brain injuries and saving taxpayer dollars.
3. 5.3 million Americans have a long-term disability from brain injury.
4. The construction industry has the highest rate of fatal and non-fatal brain injuries among American workplaces. Deaths from brain injury are 25% of all construction fatalities.
5. Every 9 seconds someone sustains a brain injury. One of every 60 people in the U.S. lives with a Traumatic Brain Injury (TBI) related disability.
6. Military personnel experience brain injury from combat or civilian life through a stroke, fall, car crash, or another incident.
7. Farmers are at high risk of having a brain injury, with falls as a leading cause.
8. Brain Injury can change the personality of the person injured.
9. Traumatic Brain Injury (TBI) was diagnosed in nearly 18,000 hospitalizations of youth in 2017.
10. Brain injury is often called the “invisible disability”.
11. Thrown off a horse, kicked in the head by livestock, falling, almost drowning and a stroke are all examples of causes of brain injury.
12. It is estimated that as many as 3.8 million concussions occur in the USA each year during competitive sports and recreational activities.
13. Motor vehicle crashes on rural roadways result in more deaths and brain injuries.
14. More than 449,000 Traumatic Brain Injuries (TBIs) occurred among U.S. Service Members worldwide between 2000 and late 2021.
15. 118,000 Missourians have a disability due to brain injury.
16. Survivors of brain injury feel few people understand. The Brain Injury Association of Missouri offers support groups to provide help, hope and healing.

17. Helmets can prevent 85% of bicycle-related head and brain injuries. Cyclists should wear a helmet every bike ride including on bike paths, neighborhood streets and rural roads.
18. 476,000 youth between the ages of 15 and 24 were treated for a brain injury in 2014. Youth are our future and beginning farmers.
19. You do not have to hit your head to sustain a brain injury.
20. Farmers with a brain injury may have difficulty with common farming activities such as caring for animals, operating equipment, working long hours or performing tasks requiring physical strength.
21. Stroke is an acquired brain injury. It can affect movement, talking, memory, thinking, emotions and behavior.
22. Brain injury costs society \$76.5 billion each year.
23. Falls account for 51% of nonfatal brain injury-related hospitalizations. The second leading cause is motor vehicle crashes at nearly 24%.
24. About 425,000 Veterans live in Missouri. Of these Veterans, 32% have a disability.
25. Wearing a motorcycle helmet is effective to prevent brain injuries and deaths of riders.
26. A concussion is a mild Traumatic Brain Injury (TBI). Less than 10% of concussions have a loss of consciousness.
27. Prevention is the only cure for brain injury. Wear a helmet when horseback riding.
28. Brain injury changes life for the injured farmer and the family. Adaptations to equipment and the farming operation may help the farmer with a brain injury to safely and comfortably continue in production agriculture.
29. Brain injury can change how a person thinks, feels, acts, and moves.
30. Treatment of prior brain injury and taking precautions reduces the risk of another brain injury.
31. The Brain Injury Association of Missouri and Missouri AgrAbility offer information about farming with disabilities and resources for preventing secondary injuries.

# RESOURCES

## National



### [CDC Injury Center](#)

CDC's Injury Center uses the same scientific methods to prevent injuries that have been used to prevent disease: carefully describing the problem through surveillance, studying factors that increase or decrease risk for injury, designing and evaluating intervention strategies that target these risk factors, and taking steps to ensure that proven strategies are implemented in communities nationwide.



### [CDC HEADS UP](#)

HEADS UP is a series of educational initiatives developed by the CDC, that all have a common goal: protect kids and teens by raising awareness and informing action to improve prevention, recognition, and response to concussion and other serious brain injuries



### [NIH](#)

The National Institutes of Health (NIH), a part of the U.S. Department of Health and Human Services, is the nation's medical research agency - making important discoveries that improve health and save lives.

## Missouri



### [Ability KC](#)

Ability KC provides comprehensive outpatient services to children, adolescents and adults who have survived a traumatic brain injury. Staff and therapists are experienced in treating individuals with mild to severe brain injuries with all levels of physical, cognitive and behavioral challenges.



### [AgrAbility](#)

The purpose of the AgrAbility Project is to help increase the likelihood that farmers, ranchers, farm workers, and farm family members who are limited by any type of disability or chronic health condition employed in production agriculture or agriculture-related occupations become more successful. It's about cultivating success in agriculture, employment, and rural life for people with disabilities and their families.



### [Brain Injury Association of Missouri](#)

The mission of the Brain Injury Association of Missouri is to reduce the incidence of brain injury; to promote acceptance, independence, and productivity of persons with brain injury; and to support their families. The Brain Injury Association of Missouri helps individuals who sustain brain injuries, family caregivers, and professionals who create a better future through medical treatment, rehabilitation services, employment options, and community supports.



### [The Brain Injury Guide & Resources](#)

The Brain Injury Guide and Resources webpage is the result of collaboration between the University of Missouri, School of Health Professions, Department of Health Psychology and the Missouri Department of Health and Senior Services.



### [The Center for Head Injury Services](#)

The Center for Head Injury Services is a nationally recognized nonprofit organization that helps people with disabilities lead full and productive lives. The Center has been providing rehabilitative and support services in the St. Louis metropolitan area for over 30 years. The Center offers 20 programs individualized to meet the needs of participants. These programs include medical therapies, counseling, vocational and employment services, two adult day programs and three social enterprises.





### [Missouri Department of Health & Senior Services](#)

The Missouri Department of Health & Senior Services is responsible for managing and promoting all public health programs to improve life and wellness for Missourians.



### [Ozark Neuro Rehab Center](#)

At Ozark Neuro Rehab Center, professionals work closely with patients, their families, and the treatment team to develop a plan of care designed to meet each patient's specific needs and goals.



### [Rehabilitation Services for the Blind](#)

Rehabilitation Services for the Blind (RSB) helps eligible blind and visually impaired persons achieve personal and employment success. Services are provided with the belief that with the right training and resources each blind or visually impaired person will be able to achieve this goal.



### [University of Missouri Health Care](#)

At an academic health system such as MU Health Care, physicians from every field of medicine work together to offer comprehensive care. Patients have access to the latest treatments and research. Their team approach takes into account all your needs, so that in good or poor health, you receive personalized attention.



### [Veteran Readiness and Employment](#)

Individuals with a service-connected disability who are limited or unable to work may be eligible for help and support from Veteran Readiness and Employment (VR&E) – also known as Chapter 31. The program helps individuals explore employment options and address education training needs.



### [Vocational Rehabilitation](#)

Individuals with disabling conditions who are unable to find work, keep a job, or advance normally in the workplace may be eligible for help and support services from VR. VR specializes in employment and training services that improve the likelihood of successful and meaningful employment for those with disabilities.

AgrAbility increases the likelihood that individuals with disabilities and their families engaged in agriculture become more successful.

The program links the University of Missouri Extension with Lincoln University Cooperative Extension and the Brain Injury Association of Missouri to provide practical education and assistance that promotes independence in agricultural production and rural living. The National Institute of Food and Agriculture (NIFA); an agency of the United State Department of Agriculture (USDA), administers the AgrAbility Project.

In Missouri, AgrAbility works in partnerships to offer free statewide services such as:

- Identifying farmers, ranchers, or farm works with disabilities by referring them to appropriate resources
- Providing technical one-on-one assistance with recommendations about adaptive farm equipment, tools and machinery
- Providing information on how to modify farm operation, farm equipment, farm machinery and buildings
- Providing agriculture-based education to help prevent secondary injury
- Providing training to help farmers and ranchers with disabilities; and
- Coordinating peer support networks.

## Eligibility

All farmers and ranchers who have any type of disability and/or chronic disease, whether it is physical, cognitive or illness-related, are eligible for services.



## Contact

If interested in learning about how you can receive AgrAbility services, contact AgrAbility at 1-800-995-8503, [agrability@missouri.edu](mailto:agrability@missouri.edu) or visit [agrability.missouri.edu](http://agrability.missouri.edu).

## Development Team

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## References

“Brain Injury Awareness Month: Join the #MoreThanMyBrainInjury Campaign.” *Brain Injury Association of America*, 15 Feb. 2022, [www.biausa.org/public-affairs/public-awareness/brain-injury-awareness](http://www.biausa.org/public-affairs/public-awareness/brain-injury-awareness).

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