



Brain Injury Awareness Month Promotional Toolkit



www.biausa.org

1 INTRODUCTION AND OVERVIEW

Every March, the Brain Injury Association of America (BIAA) leads the nation in observing Brain Injury Awareness Month. BIAA is launching a new brain injury awareness campaign in 2024. The tagline of the campaign is “My Brain Injury Journey.”

BIAA’s campaign page will be published here, following the February 20, 2024 announcement: [My Brain Injury Journey](#).

1.1 PURPOSE

The “My Brain Injury Journey” campaign seeks to:

- **Grab the attention** of the public by shining light on some of the lesser-known aspects about brain injury—its chronic nature, and that brain injuries look different for each individual survivor.
- **Educate the public** around the complexities of brain injuries—how each one is unique, that they’re more than simply a one-time event, and that for many, these are invisible disabilities that keep others from fully understanding the entire picture, or the “real story.”
- **Open the door** to a larger conversation around the CDC or CMS formally recognizing and categorizing brain injury as a chronic health condition like heart disease or diabetes.

This document contains many tools and resources to equip anyone to participate in the awareness campaign, and it serves as the blueprint for what the campaign’s materials should communicate. Different teams within the organization—and constituencies outside the organization—will create messaging related to the “My Brain Injury Journey” campaign. The goal of this document is to ensure brand campaign consistency throughout these messages, no matter who is using them or what they’re being used for.

1.2 BIAA CONTACT

For questions about the campaign content or usage, please contact Steve Walsh, Senior Director, Marketing and Communications at swalsh@biausa.org.

2 CAMPAIGN ACTIVITIES

The campaign has a few calls to action that we would like your help in sharing to the wider brain injury community.

- **Share your story:** Included in this toolkit are tools for you and your network to share your story on your own channels (social media templates, sample language about the campaign, printable signs and more), or you can submit your story to BIAA for an opportunity to be featured on our [My Brain Injury Journey stories page](#).
- **Mobilize:** BIAA is hosting live events virtually throughout March, check out our [Calendar of events](#) and RSVP to the events you plan on attending.
- **Amplify:** Extend our reach by utilizing our pre-made resources.
 - We're publishing a position paper that makes the case for why brain injury should be recognized as a chronic health condition, and we'll be highlighting this in our first issue of The Challenge! in March. You can help us spread the word by reading, sharing within your network, and linking to the story as a resource for people.
 - Help us get more coverage by sending a press release, posting a blog or newsletter article, or introducing a resolution/proclamation. You can find these in the downloads section of the [My Brain Injury Journey](#) landing page.
- **Take the next step.** Ready to take the next step? Join the many BIAA supporters who are raising funds for brain injury services, support, and research all across the United States. [Start your fundraiser today!](#)

3 THEME, SLOGANS & KEY MESSAGES

The purpose of this section is to serve as a guide when talking about My Brain Injury Journey.

3.1 CAMPAIGN SLOGAN

The tagline of the campaign is “My Brain Injury Journey.” When using the campaign slogan on social media, if relevant be sure to use the hashtag #MyBrainInjuryJourney in order to amplify the campaign as much as possible and boost discoverability.

3.2 KEY MESSAGES

The high-level message of the *My Brain Injury Journey* campaign focuses on several aspects of brain injury:

- In many cases, a brain injury can be a chronic condition—not an isolated, one-time event.
- There’s a significant gap between public perception and reality when it comes to understanding brain injury. Unless someone has lived experience with a brain injury, is someone in a survivor’s inner circle, or is a medical professional who has experience treating a wide range of brain injuries, many don’t understand that there can be recurring and consistent physical, emotional, behavioral, or cognitive effects.
- Brain injuries can also change and shift over time. Sometimes, these changes and shifts are positive, and conditions will improve. Other times, these can be negative effects, with brain injury survivors experiencing additional challenges.

3.3 BRAIN INJURY FACTS AND STATISTICS

- There are more than 5.3 million individuals in the United States who are living with a permanent brain injury-related disability. That’s one in every 60 people in America.
- At least 2.8 million Americans sustain traumatic brain injuries in the United States each year.
- Every brain injury is different. There’s an often-repeated adage among the brain injury community that “if you’ve seen one brain injury, you’ve seen one brain injury.”
 - The circumstances leading to the injury, the care that’s received, the brain injury survivor’s life both before and after the injury, how the brain injury changes over time—these are all aspects that are unique.
- The “My Brain Injury Journey” campaign seeks to highlight this uniqueness while also pointing out the very personal—and long-term—nature of brain injuries. Brain injury is a journey. And the destination is unknown.

3.4 SUPPORTING MESSAGES

“The Journey”

- Those affected by brain injury—survivors, families, and the people who treat them—all have their own stories to tell about how brain injury has changed their lives. The parts of our lives that have stayed the same, and the ones that have forever shifted. Who we were before brain injury became a part of our lives, and who we are after.
- There’s a special kind of resilience that it takes to navigate a journey like this one, with no clear end point. No specific address of where to go. And it’s you and only you on a particular road.
- The toughest part of the road is that it can be different for every survivor. That means that there’s no real map to follow. You can’t simply borrow another person’s chart, or check off the boxes of what worked for them. The map is something you have to draw yourself.
- Even though we have different journeys, our collective outcome as those affected by brain injury is a singular one: to navigate life as best we can, and to find joy and happiness in the unexpected.
- Every individual story deserves to be told—and it’s up to us, as survivors and supporters, to tell them. Because the more people who know the truth about brain injuries, the less misconceptions we’ll have. This is why we want as many survivors as possible to share their brain injury journeys.

“Finding My _____.”

- What happens on a journey? You uncover. You find answers. You learn about yourself and what you’re really made of.
- This idea of “Finding My _____” is an add-on to the “My Brain Injury Journey” campaign. The thought here is that through our experience, we slowly start to find what we need—or didn’t know we needed. That might be a dose of resilience. A treatment or course of action that works for you. Your place in the world after losing your footing.

4 TOOLS AND RESOURCES

Campaign participants are encouraged to use the communications templates found in this guide. Each section contains a link to download samples premade by BIAA, but feel free to make each your own.

4.1 MY BRAIN INJURY JOURNEY CAMPAIGN MATERIALS

We have developed some promotional and public relations materials and templates we hope you will find helpful. Included below are flyers and posters for use during Brain Injury Awareness Month and throughout the year.

4.1.1 Logo Assets and Usage

This concept is inspired by the BIAA The Challenge Magazine, the illustration being a single line style. The logo is available in the downloads section of the My Brain Injury Journey landing page linked below. We have made many templates for your usage, but feel free to incorporate the awareness theme in your own materials.

PRIMARY LOGO



SECONDARY LOGO



SUBMARK



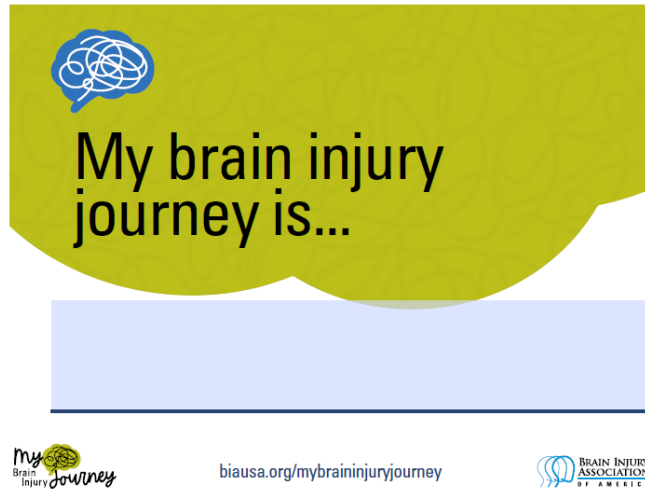
FAVICON



[My Brain Injury Journey - Logo Assets and Style Guide](#)

4.1.2 Print Out Signs to Hold

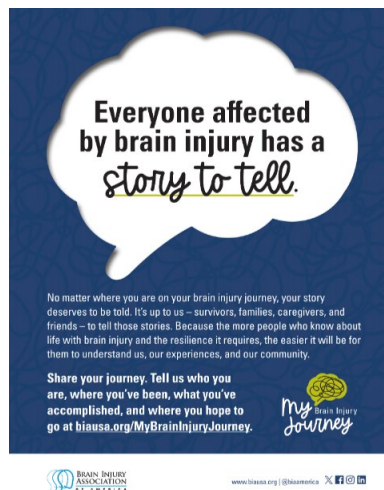
We have created a few version of print out signs to hold. These are great for photos! Print out the sign, finish the sentence with something personal to you, and take a picture to help you share your story. You can find this PDF in the downloads section of the My Brain Injury Journey landing page linked below.



[My Brain Injury Journey – Print Out Sign to Hold](#)

4.1.3 Print Out Poster

This poster highlights how everyone affected by brain injury has a story to tell and fits in thematically with our print out signs. You can print out this poster and hang it in a common area to help to spread awareness and direct people to learn more about the campaign. You can find this PDF in the downloads section of the My Brain Injury Journey landing page linked below.

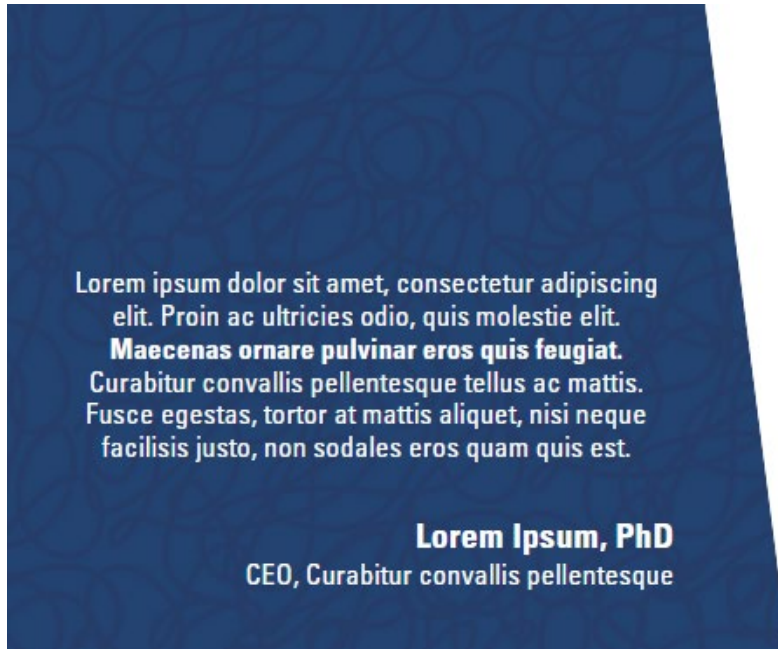


[My Brain Injury Journey – Print-Out Poster](#)

4.1.4 Statements of Support and Facts Templates

We've created a few templates that allow you to share a quote as an organization or an individual about the campaign. These are available at the Canva link below.

[My Brain Injury Journey – Statement of Support](#)



4.2 CONTENT RECOMMENDATIONS AND GUIDELINES

In general, new content will be posted daily to the BIAA Facebook, Instagram, LinkedIn and X (Twitter) channels throughout Brain Injury Awareness Month. **We encourage your social media and communications teams to repost content from our pages as often as possible, but feel free to make your own.** Additional guidelines include:

- Keep tone and messaging authentic to your voice/followers
- Use BIAA website links when sharing BIAA graphics (see links below)
- Use the messaging guidance and examples to craft copy. Keep copy short and concise where possible.
 - On most channels, copy truncates after 125 characters, so the primary message should be placed before truncation to ensure users see it
 - Customize copy for your audience, emphasizing personal or local angles that may be most meaningful or relevant
- Tag BIAA in social posts:
 - Instagram: https://www.instagram.com/bia_usa/
 - Facebook: <https://www.facebook.com/BrainInjuryAssociationofAmerica>
 - LinkedIn: <https://www.linkedin.com/company/brain-injury-association-of-america/>
 - X (Twitter): <https://twitter.com/biaamerica>
- Hashtags (see chart below for specific recommendations):
 - Instagram – Use hashtags as they are important for discoverability.
 - Twitter – Avoid using more than 3 hashtags.
 - Facebook – Avoid using hashtags unless that is normal for your channels.

Important Links

BIAA website – Links below include information about the My Brain Injury Journey Campaign. We've tried to condense this down to just a few pages.

My Brain Injury Journey Landing Page: <https://www.biausa.org/public-affairs/public-awareness/brain-injury-awareness>

Share Your Story Page: <https://www.biausa.org/brain-injury/community/personal-stories>

Awareness Day (Advocacy) Landing Page: <https://www.biausa.org/awarenessday2024>

Hashtags

Primary: #MyBrainInjury Journey

Additional Hashtags for Instagram: #braininjury #braininjuryawareness #braininjuryrecovery #braininjurysupport #braininjuryresearch #braininjurywarrior #braininjuryadvocate #braininjurymatters #traumaticbraininjury #tbi #stroke #acquiredbraininjury #invisibledisability #chronicillness #disabilityawareness #disabilityadvocate #braininjuryassociationofamerica #braininjuryawarenessmonth

4.3 SHARE YOUR STORY

BIAA has developed a number of social media templates for you to help you share your story. The link below will take you to several different Canva templates. You can drag and drop your own photo into the photo frame and finish the sentence to make it personal to you.



[My Brain Injury Journey – Share Your Story Social Assets](#)

Remember to post an image to increase the reach of your message, and don't forget to tag BIAA in your social media posts.

4.4 SAMPLE PRESS RELEASE

Target your press release to local media outlets likely to cover events of your activities during Brain Injury Awareness Month. Check the outlet's website for contact information and address your release, with a short cover letter/email, to the editor of the department you wish to reach. The sample press release is in the downloads section of the My Brain Injury Journey landing page linked below.

[My Brain Injury Journey – Sample Press Release](#)

4.5 LETTER TO THE EDITOR

To ensure the best chance of having your letter to the editor published, check the publication's website for guidance on format, length, submission deadlines, and preferred method(s) of submission. The Letter to the Editor is in the downloads section of the My Brain Injury Journey landing page linked below.

[My Brain Injury Journey – Sample Letter to the Editor](#)

4.6 NEWSLETTER ARTICLE/BLOG POST

Many chartered state affiliates publish a newsletter. Whether online or in print, the below template can be used to encourage advocates in your state to join the campaign and help raise awareness. The Letter to the Editor is in the downloads section of the My Brain Injury Journey landing page linked below.

[My Brain Injury Journey – Sample Newsletter/Blog Post](#)

5 PROCLAMATIONS & RESOLUTIONS

Proclamations and resolutions are excellent ways to promote brain injury awareness during the month of March. Campaign participants can ask their governors and mayors to designate or proclaim March as Brain Injury Awareness Month. Campaign participants can also ask state legislators to introduce a resolution recognizing Brain Injury Awareness Month. [Sample Proclamation](#).

5.1 STEPS TO OBTAINING A PROCLAMATION OR RESOLUTION

Governors, mayors, and county executives around the country may issue proclamations and arrange special events or ceremonies to promote March as Brain Injury Awareness Month on a statewide basis or at the city level. State legislators can introduce resolutions.

1. Check the websites for your elected officials to determine if there are specific instructions available. Otherwise, call the office and speak to the person who is in charge of proclamations to find out what the process is for obtaining a proclamation.
2. Explain that you have a template they can use, fact sheets, and other materials available.
3. If your elected official agrees to issue the proclamation, request an announcement via his/her press office, during a regular news conference, or at a signing ceremony.
4. Plan to distribute an advisory to your local media. Also, plan to take pictures, if possible, for distribution and to post on your website. Be sure to identify all persons in the photos.
5. After the proclamation, follow up with thank-you letters to the elected officials and other participants. Be sure to send thank-you messages to media representatives who came to the event or developed a story. You may feature the proclamation signing in your newsletter, website, and social networking sites.

6 LICENSE TO USE CAMPAIGN MATERIALS

BIAA hereby grants a free, non-transferable, non-exclusive limited license to all campaign participants to use without modification the theme, slogans, key messages, hashtags, trademarks, and copyrighted materials developed for the 2024 Brain Injury Awareness Campaign, My Brain Injury Journey.

All usage of the Brain Injury Awareness Campaign marks and materials shall be of a high quality that is consistent with BIAA's public image. The marks and materials may not be used in any manner that, at the sole discretion of BIAA:

- Discredits BIAA or its chartered affiliates or tarnishes their reputation and goodwill
- Is false or misleading
- Violates the rights of others
- Violates any law, regulation, or other public policy
- Mischaracterizes the size, scope, or magnitude of brain injury as a public health problem.

If BIAA reasonably believes that any such use will bring disrepute to BIAA, its chartered affiliates or other campaign participants, then upon notice from BIAA, the campaign participant shall immediately discontinue said usage.

For questions about the campaign content or usage, please contact the Marketing and Communications team at communications@biausa.org.