



Brain Injury Awareness Month

March 2025

Promotional Toolkit



1 INTRODUCTION AND OVERVIEW

Every March, the Brain Injury Association of America (BIAA) leads the nation in observing Brain Injury Awareness Month. This year, BIAA is continuing to promote our *My Brain Injury Journey* campaign, with the goal of shining a light on some of the lesser-known aspects of brain injury, including its chronic nature and that brain injuries look different for each individual survivor.

You can read more about the campaign here: [My Brain Injury Journey](#).

This document contains tools and resources to help you participate in our awareness campaign. If you have any questions about the campaign and its content or usage, please contact the BIAA Marketing and Communications team at communications@biausa.org.

2 CAMPAIGN ACTIVITIES

Want to get involved and raise awareness for brain injury during March? That's great! You'll be joining thousands of others across the country. We've made it really easy to participate this year. Pick from the options below:

Share Your Story and Spread the Word: We're providing tools on the following pages to help you share your story and spread the word. You can use our premade social media templates to create a post, sample language about the campaign to write a letter or a blog, printable signs to hang up or use and more. We encourage all brain injury survivors to submit their personal story to BIAA [here](#) for an opportunity to be featured on our [My Brain Injury Journey stories page](#). Everyone with a brain injury has a story to tell, and we'd love to share yours.

Raise Awareness by Supporting Our Mission:

Be a voice for brain injury this March by talking to friends and family about the importance of brain injury awareness and asking them to support the mission of the Brain Injury Association of America. We've made it easy for you to setup a fundraising page that shares why brain injury is important to you and lets you fundraise for a good cause. If you raise \$100 by the end of March, we'll send you an exclusive 2025 *I'm a Voice for Brain Injury!* t-shirt. If you raise \$250, you'll get a special BIAA knitted cap.

[**Become a Voice for Brain Injury today!**](#)



3 THEME, SLOGANS & KEY MESSAGES

BIAA launched the My Brain Injury Journey campaign during last year's Brain Injury Awareness Month. For those of you who are new to the campaign, you can learn more about it in this section.

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** so BIAA can like, comment, and share your posts.

Every individual story deserves to be told—and it's up to us, as survivors and supporters, to tell them. BIAA wants as many survivors as possible to share the story of their unique brain injury journey, because when more people know the truth about brain injuries, the fewer misconceptions our community will face.

3.2 KEY MESSAGES

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

- In many cases brain injury is a chronic condition rather than a one-time event
- There is a significant gap between what people think living with brain injury is like and the reality that people with brain injury experience
- Brain injury looks different for every survivor – no two brain injuries are exactly alike, so no two brain injury survivors will have identical journeys.

4 TOOLS AND RESOURCES

Campaign participants are encouraged to use our promotional materials, including logos, flyers, posters, social media templates, and more.

4.1 MY BRAIN INJURY JOURNEY CAMPAIGN MATERIALS

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

[My Brain Injury Journey – Sample Social Media Posts](#)

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

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

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

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

4.2 CONTENT RECOMMENDATIONS AND GUIDELINES

In general, new content will be posted daily to BIAA's Facebook, Instagram, LinkedIn, BlueSky, and X (Twitter) channels throughout Brain Injury Awareness Month. **We encourage you to share content from our pages as often as possible, but feel free to make your own!** Please tag us in any social posts you share about the My Brain Injury Journey campaign!

- Instagram: https://www.instagram.com/bia_usa/
- Facebook: <https://www.facebook.com/BrainInjuryAssociationofAmerica>
- LinkedIn: <https://www.linkedin.com/company/brain-injury-association-of-america/>
- BlueSky: <https://bsky.app/profile/biausa.bsky.social>
- X (Twitter): <https://twitter.com/biaamerica>

5 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 My Brain Injury Journey awareness campaign.

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.