

My Brain Injury Journey

Brain Injury Awareness Month

2026 Promotional Toolkit



BRAIN INJURY
ASSOCIATION
OF AMERICA

What's in this toolkit?

Welcome, and Happy Brain Injury Awareness Month!

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, which focuses on the long-term chronic effects of brain injury.

Want to get involved? It's easy!

Commit to taking one of these three actions between now and the end of March.

- **Share your story**
- **Be a voice for brain injury**
- **Become an advocate**

This toolkit contains resources to help you participate in BIAA's My Brain Injury Journey awareness campaign during Brain Injury Awareness Month – and all year long.

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.



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Share Your Story

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 know it isn't always easy to share your story. Many people who want to spread awareness about brain injury may be passionate about the cause but are unsure of where to start.

This toolkit has some helpful tips and templates to get you started. Whether you're looking to spread awareness among your friends and family, your neighbors and community, your elected officials, or on your social media networks, we've got you covered.

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 stories to BIAA [here](#) for an opportunity to be featured on our My Brain Injury Journey stories page.



Sharing Your Story: Tips & Tools

We encourage everyone participating in our My Brain Injury Journey campaign to use our promotional materials, including logos, flyers, posters, social media templates, and more. Click the links below to download our free resources:

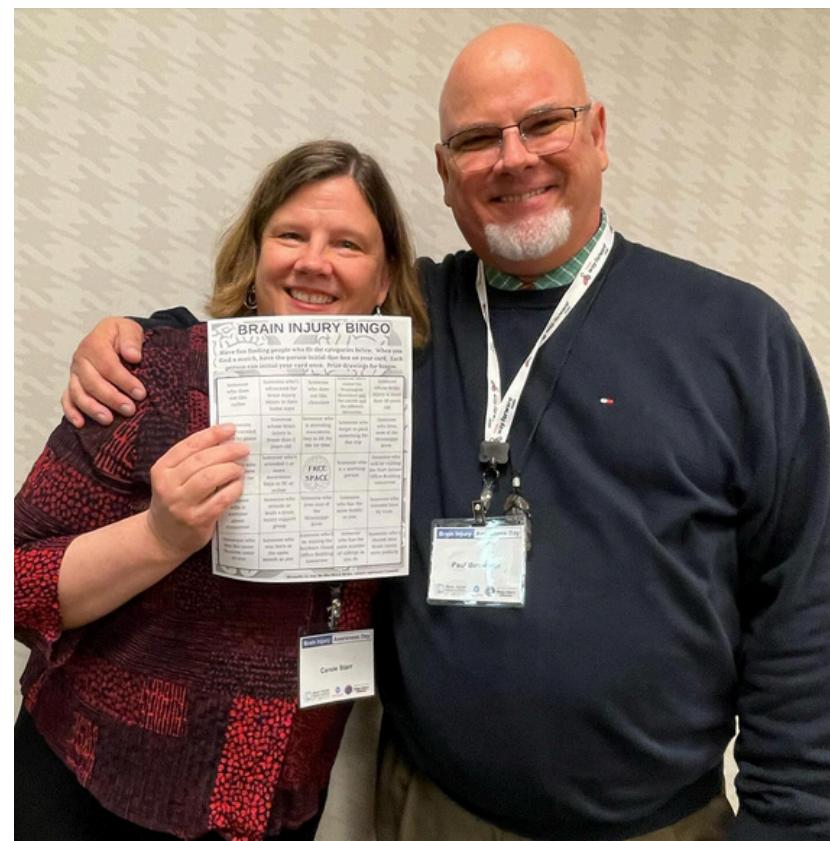
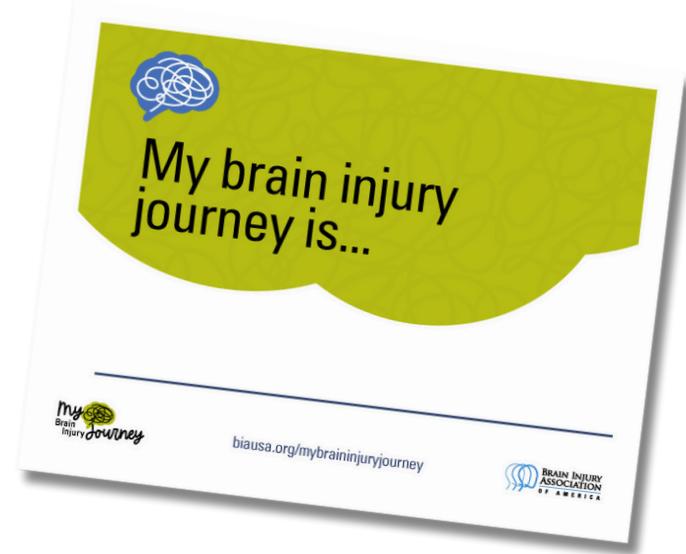
[**Sample Social Media Posts**](#)

[**Letter to the Editor Template**](#)

[**Blog/Newsletter Template**](#)

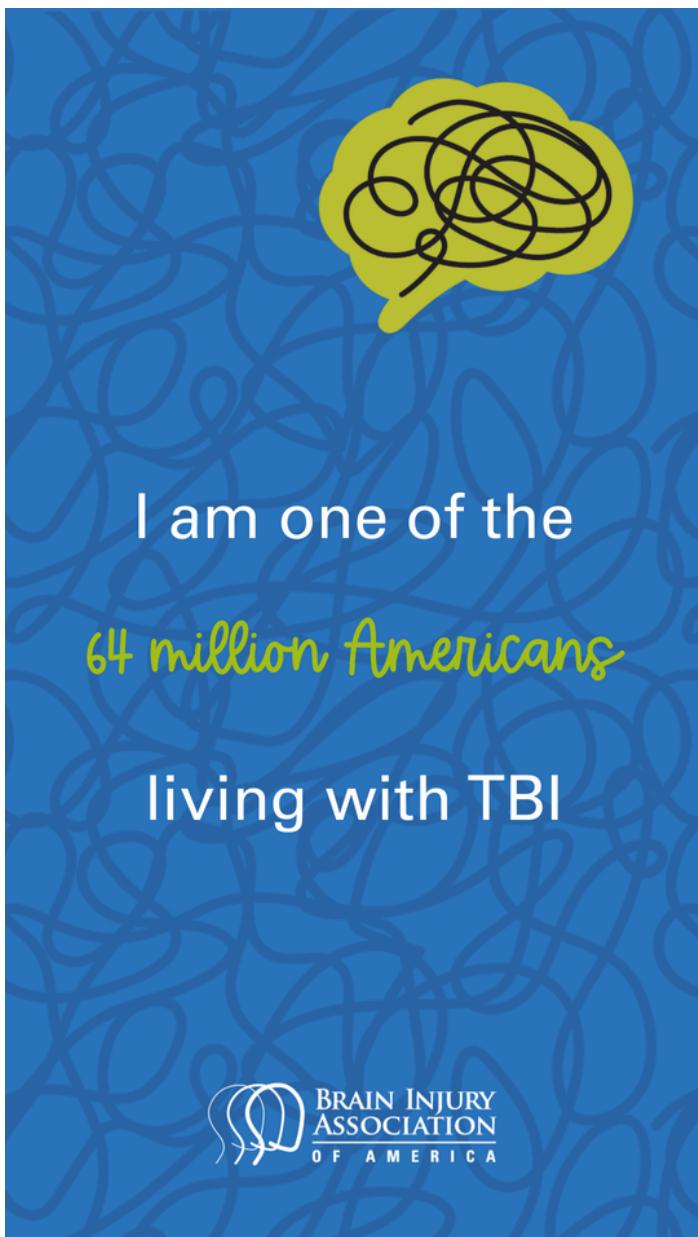
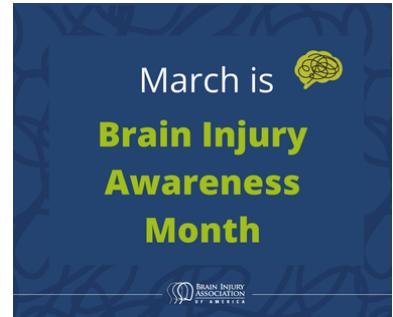
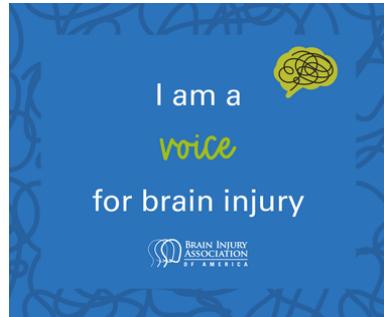
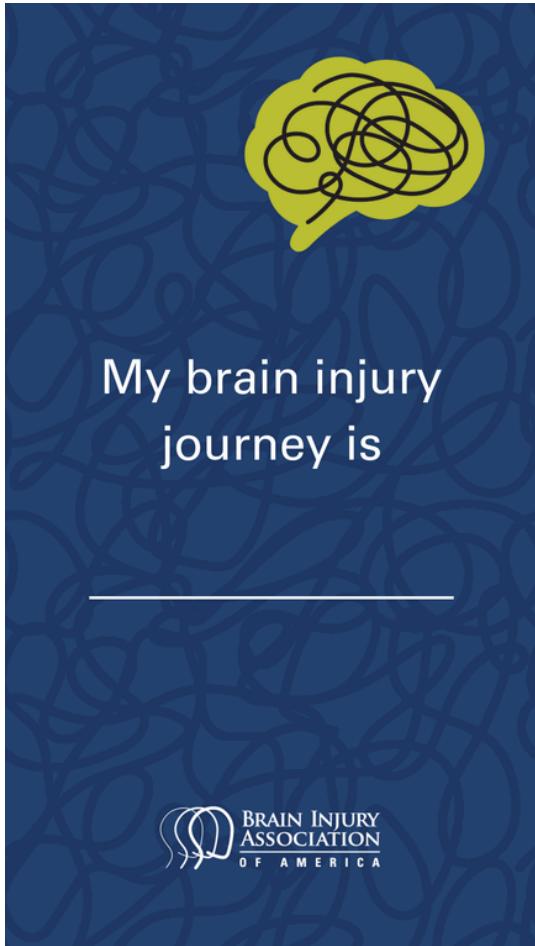
[**Printable Sign**](#)

[**Printable Poster**](#)



28 new
designs!

Social Media Graphics



[Download the full collection here](#)

Be a Voice for Brain Injury

Your brain injury journey can inspire hope and raise awareness

Join us in saying, 'I'm a Voice for Brain Injury' this Brain Injury Awareness Month by starting a fundraiser!

It's easy to get involved:

1. Set up your fundraising page in just a few minutes.
2. Share your story - what makes you a voice for brain injury?
3. Spread the word through social media, email, or a community event.



Visit biausa.org/voice or scan the QR code to start your Brain Injury Awareness Month fundraiser.



Fundraisers who raise \$100, \$250, or \$500 will receive an *exclusive* brain injury awareness item

Become an Advocate

Getting involved in advocacy efforts can seem a bit overwhelming at first, but there are so many ways to get involved. Whether you're introducing a resolution or proclamation in your hometown, calling your local representatives, or joining hundreds of other advocates on Capitol Hill, every person who speaks up for the brain injury community is making a difference. No matter how you decide to advocate for the brain injury community, BIAA has the tools and resources to help you get **started**.

The National Brain Injury Action Plan

This year, the Brain Injury Association of America and our partners are calling for a Brain Injury National Action Plan: a new way of thinking to address the complex issues of brain injury, and to ensure that people who have had a brain injury and their families can recover and thrive.

What It Is: A first-of-its-kind federal initiative designed to make brain injury a national public health priority, the National Brain Injury Action Plan establishes a comprehensive framework to assess and strengthen how the United States prevents, identifies, treats, and supports people with brain injury.

What It Does: The plan establishes a National Advisory Council charged with evaluating the state of federal brain injury programs and providing recommendations to advance care and research, as well as close service gaps.

The Advisory Council will:

- Assess prevalence and prevention opportunities
- Review classification systems
- Identify opportunities to improve data collection and sharing
- Evaluate medical coding practices
- Examine access to post-acute care and community reintegration services



Become an Advocate

While the National Brain Injury Action Plan is a major focus in 2026, there are several other active advocacy campaigns that BIAA is promoting at both federal and state levels. [**Learn more about our active advocacy campaigns here, and take the opportunity to participate in brain injury advocacy.**](#) We also have several free, downloadable resources linked below about advocacy basics, how to participate in advocacy, and more:

[**Advocacy 101**](#)

[**How to: Email Campaign**](#)

[**How to Engage in Politics**](#)

[**How to: Postcard Campaign**](#)

[**Why & How to Engage with Your Representatives**](#)

[**Meeting with Elected Officials**](#)



Brain Injury

Facts & Statistics



At least
64 MILLION
adults report having
experienced one
or more TBIs in
their lifetime.¹

11.4 MILLION
Americans over 40
with a history of
TBI that caused loss
of consciousness are
living with a disability.²

There are
2.9 MILLION
TBI-related emergency
department visits
each year in the
United States.³

These figures would be much larger if we had a comprehensive prevalence figure that took into account all forms of brain injury.



Prior brain injury and head trauma has been **linked to the development of neurodegenerative diseases** and other conditions, including:

- ▶ Parkinson's disease⁴
- ▶ Ischemic stroke⁵
- ▶ Alzheimer's disease⁶
- ▶ Chronic traumatic encephalopathy (CTE)⁷
- ▶ Chronic pain⁸
- ▶ Depression⁹



Adults in the U.S. report **more than 30 times** as many TBIs compared to estimates using emergency department data from existing datasets.¹⁰



Since 2000, **more than 500,000 service members** have been diagnosed with a TBI.¹¹



Five years after surviving a moderate to severe TBI, **more than half of adults** who were employed at the time of their injury no longer have a job.¹²

TRAUMATIC BRAIN INJURY (TBI) VS. NON-TRAUMATIC BRAIN INJURY

- ▶ A traumatic brain injury (TBI) is a type of brain injury caused by trauma to the brain from an external force.
- ▶ A non-traumatic brain injury is a type of brain injury caused by internal factors, such as lack of oxygen or exposure to toxins.

Common Causes of TBI

- Falls
- Motor vehicle crashes
- Sports related injuries
- Explosive blast/military combat injuries

Common Causes of Non-Traumatic Brain Injury

- Stroke
- Near-drowning
- Aneurysm
- Tumor
- Infectious disease that affects the brain
- Lack of oxygen supply to the brain

Each Year 1 IN 10 children experience a TBI.¹⁰



Federal funding for TBI research in 2024 was an **estimated \$194 million** – just \$3.03 per person affected by TBI.¹³