



National Concussion
Awareness Day 2026

Promotional Toolkit



What's in this toolkit?

Welcome, and thank you for helping the Brain Injury Association of America (BIAA) spread concussion awareness!

National Concussion Awareness Day is recognized each year on the third Friday of September. This year, National Concussion Awareness Day will be held on September 18, and BIAA is leading the charge in increasing awareness around concussions, and dispelling common myths and misunderstandings.

There are lots of ways for you to get involved this National Concussion Awareness Day:

- Share BIAA's concussion resources
- Share your concussion story
- Support BIAA's concussion awareness efforts by donating or holding a fundraiser

This toolkit includes resources to help you participate in National Concussion Awareness Day, and to promote concussion awareness all year long.

If you have any questions about the content in this toolkit, please reach out to the BIAA Marketing and Communications team at communications@biausa.org.

What is a Concussion?	3
Help Spread Awareness	4
Concussion Resources	5
The Concussion Conversation	6
Support Concussion Awareness	7

What is a Concussion?

A **concussion** is a type of traumatic brain injury (TBI), and is one of **the most common** types of brain injury in both kids and adults.

Concussions are caused by a **bump, blow, or jolt** to the head, or by a hit to the body that causes the head and brain to move quickly back and forth. This impact or sudden movement can cause the brain to bounce or twist in the skull. When that happens, it can damage the brain – and change the way a person feels, thinks, learns, or acts.

There are a lot of different ways that someone can sustain a concussion:

- **Falls:** Whether it's tripping over a pair of shoes in the hallway, slipping on the stairs, or losing your balance on a ladder, falls are the leading cause of concussions. In fact, nearly half of all concussions in the United States are the result of falls.
- **Hit:** A sudden impact to the head – from a sports accident, falling object, or even physical violence – can lead to concussions.
- **Jolt:** Did you know that a person doesn't even need to hit their head to sustain a concussion? Sudden brain movement – from a car crash, for example – can cause concussions, too.

Having multiple concussions can lead to more serious, longer-lasting symptoms, especially when there isn't enough healing time between injuries. But even having just one concussion can cause symptoms like **headaches, dizziness, nausea, fatigue, vision problems, or difficulty concentrating**.

A concussion is a serious injury – even if that injury isn't as visible as something like a broken arm or a black eye. Concussions aren't something to be “toughed out” or “walked off.” If someone thinks they may have sustained a concussion, they should seek medical care as soon as possible.

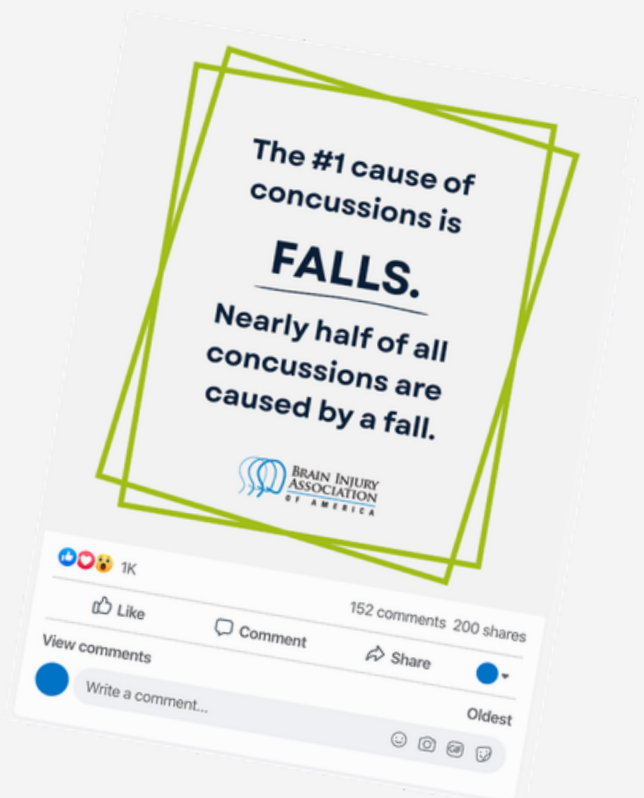
Help Spread Awareness

Do you want to get involved and raise concussion awareness, but are not sure where to start? We've got you covered.

This toolkit has some helpful tips and templates to get you started, whether you're looking to share your knowledge with your friends and family, educate your neighbors and community, or start a conversation online:

- [Downloadable social media graphics and copy](#)
- [Sample language for a blog or newsletter](#)
- Shareable concussion resources

You can also spread awareness by sharing your own experiences with concussion. We're always adding new stories to our My Brain Injury Journey personal stories page, and people are always welcome to submit their stories [here](#).



Concussion Resources

The Brain Injury Association of America has tons of information and resources about concussions on our website and our social media channels. We also have educational and training programs to help professionals better understand concussions – after all, better understanding leads to better treatment and better outcomes.

- [**Types of Brain Injury: Concussion Hub:**](#) Here's where you can find a basic overview of what a concussion is, what happens to the brain after a concussion, the effects of having multiple concussions, and how to help yourself or a loved one feel better after a concussion.
- [**Concussion Signs and Symptoms:**](#) There are several possible symptoms of a concussion, and they can look different in different people. Here you'll find a list of common concussion signs and symptoms, information on danger signs and when to seek care, and examples of how concussions symptoms may look different in babies and young children.
- [**What to Do After a Concussion:**](#) The most important thing to do if you suspect you or a loved one has sustained a concussion is seek medical care. Beyond that, this page will tell you what to expect when you see a medical professional, what sort of information you should share with your medical professional about the injury, and what to do if you are diagnosed with a concussion.
- [**Getting Better After a Concussion:**](#) Concussions are serious injuries, but don't worry – most people with a concussion have a good recovery. Check out this page to get an overview of steps to follow during the first few days after a concussion, recovery tips, and information on managing ongoing symptoms.

The Concussion Conversation

On his podcast “Brain to Brain: TBI Stories with Toro & Tides,” host and TBI survivor Evan Folan amplifies the voices and experiences of fellow survivors, brain injury experts, and advocates.

In honor of National Concussion Awareness Day, the Brain Injury Association of America and Brain to Brain are collaborating on “The Concussion Conversation,” a special series that brings together survivors, caregivers, medical professionals, and advocates to share their experiences and promote better understanding of concussion.

You can listen to Brain to Brain on [Spotify](#) or watch it on [YouTube](#).

When to tune in:

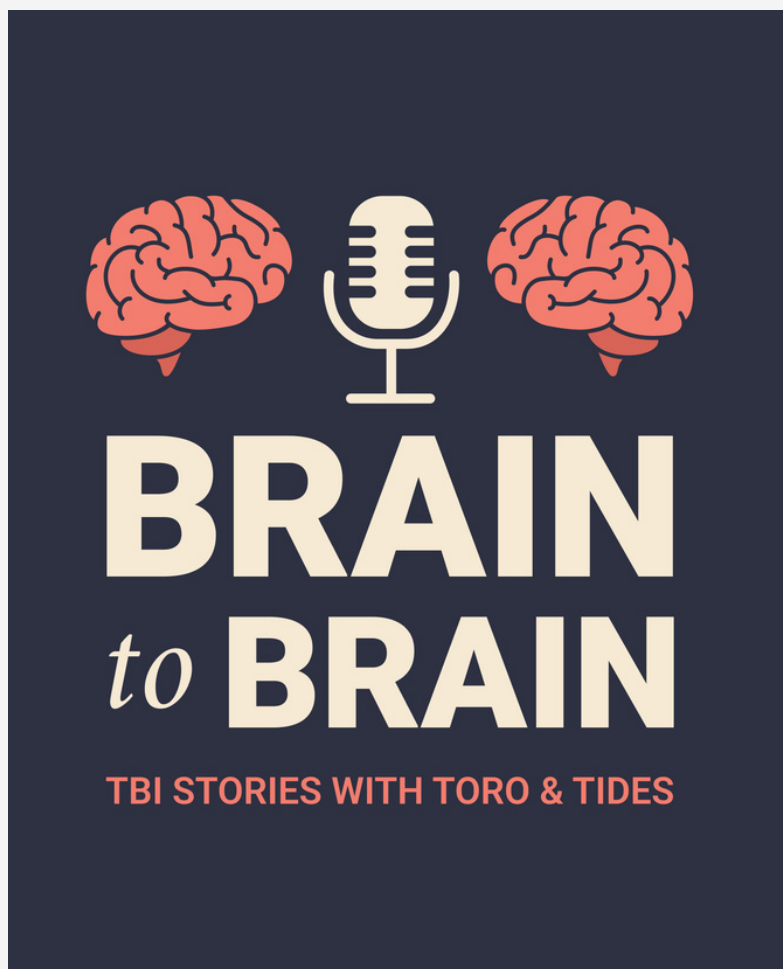
9/1: Carole Starr, co-chair of the BIAA Survivor Advisory Council

9/7: Dr. Brooke Schuessler, founder of National Concussion Awareness Day

9/14: Dr. Angela Lumba-Brown

9/16: Kellie Pokrifka, member of the BIAA Survivor Advisory Council

9/18: Kelly Sarmiento, MPH, Director of Outreach Programs, BIAA



Support Concussion Awareness

Concussions are a misunderstood – and often invisible – injury.

You may not see the chronic headaches, the fatigue, the nausea, the difficulty concentrating, or the emotional changes that can accompany a concussion, but these symptoms, and others, are very real.

Even if someone “looks fine,” the reality is that concussions come with painful symptoms that can last for weeks, months, even a lifetime.

With your support, the Brain Injury Association of America is able to provide information, connection, and resources to help people better understand the reality of living with a concussion.

Help us continue to spread concussion awareness by making a donation to BIAA.

Visit <https://bit.ly/4fUJKh4>
or scan the QR code to get started.



**Concussions don't
leave a mark,
but you can.**