



# Campaign Toolkit

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BC Concussion Awareness Week  
Sept 25, 2022 - Oct 1, 2022

## Summary

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BC Concussion Awareness Week 2022 will take place from **September 25 to October 1, 2022**.

The information, tools, and resources in this toolkit are intended to help increase British Columbians' knowledge of concussion.



## Objectives

- To increase British Columbians' knowledge around concussion recognition, diagnosis, treatment, and management
- To provide relevant, credible, and evidence-based concussion information and resources for British Columbians of all ages
- To promote the Concussion Awareness Training Tool (CATT) as the central place for British Columbians to receive evidence-based concussion information

## Campaign partners

- |                                                |                   |
|------------------------------------------------|-------------------|
| • Doctors of BC                                | • WorkSafe BC     |
| • Ministry of Health                           | • Preventable     |
| • Ministry of Tourism, Arts, Culture and Sport | • SportMed BC     |
| • GF Strong Rehabilitation Centre              | • Child Health BC |
| • Physiotherapists Association of BC           | • Healthy BC      |

## Toolkit content

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- [Social media toolkit and shareable graphics](#)

## Background

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September 25 to October 1, 2022 is BC Concussion Awareness Week.

The Minister of Attorney General and Lieutenant Governor have indicated their commitment to furthering concussion awareness in BC with their Proclamation on BC Concussion Awareness Week.

The proclamation can be found on the BC Laws website (<https://www.bclaws.gov.bc.ca/civix/document/id/proclamations/proclamations/ConcussionAwareWk2022>).

### Why concussion awareness in BC matters

Concussion is a serious public health issue affecting all Canadians. Early recognition of concussion, proper medical assessment, and appropriate management make a difference in recovery. Canadians need simple, easy-to-follow steps on how to care for a concussion or where to find good information.



### Who is this guide for?

This guide is for public health professionals, advocacy organizations, academics, and communications departments who are interested in and passionate about improving concussion education and awareness in British Columbia.

### Call to action

- Promote evidence-based resources to increase awareness and educate about the importance of concussions
- Share and engage with Concussion Awareness Week social media posts to increase the reach of the campaign's messages

In this toolkit you will find resources to help you support BC Concussion Awareness Week activities:

- Sample newsletter/e-blast message
- Social media messages and images



## Resources

### Statistics

It is estimated that 1 in every 165 Canadian adults suffer a concussion each year. This is considered to be an underestimate, as many people do not seek medical care for concussion.

In 2019/20, there were 677 patients hospitalized in British Columbia with a concussion. Of these, 60% of patients were male, and 58% of cases listed concussion as the primary reason for the hospitalization. In the same year, about 19,000 British Columbians attend the emergency department for concussion. Males aged 0-59 years had higher concussion emergency department rates than females, while females aged 60+ years had higher concussion emergency department rates than males.

For more information on the burden of concussion in BC:

- [Burden of Concussion in BC](#) Factsheet (PDF)
- [Concussion-Related Emergency Room Visits: Data Visualization](#)
- [Concussion-Related Hospitalizations: Data Visualization](#)



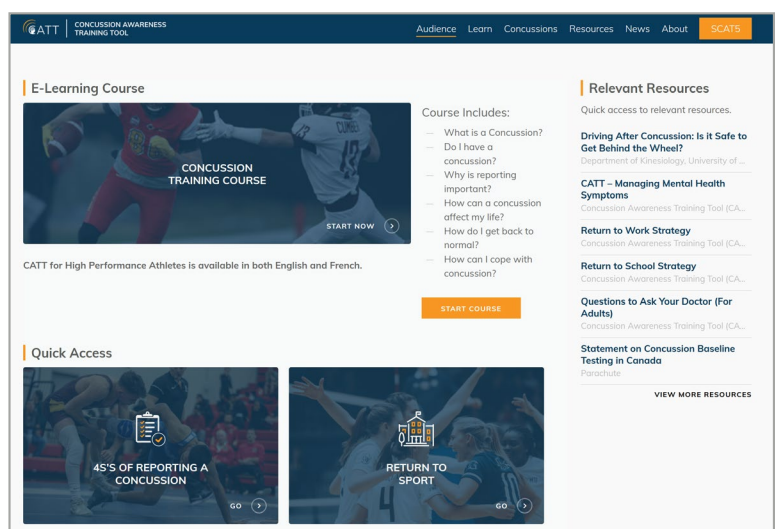
### Concussion resources

- [Health Link BC Concussion Page](#)
- [viaSport](#)
- [CATT Concussion Pathway](#)
- [Caring for Your Concussion](#)
- [Return to Sport Strategy](#)
- [Return to School Strategy](#)
- [Return to Activity Strategy](#)
- [Return to Work Strategy](#)
- [Medical Clearance Letter](#)
- [Medical Assessment Letter](#)
- [Managing Mental Health Symptoms](#)
- [BC Mental Health Resources](#)

### Resource spotlight: Concussion Awareness Training Tool

The Concussion Awareness Training Tool (CATT) is a series of online educational modules and resources addressing concussion recognition, diagnosis, treatment, and management. Good concussion management may decrease the risk of brain damage and potentially reduce long-term health issues.

Developed by Dr. Shelina Babul (Associate Director/Sports Injury Specialist with the BC Injury Research and Prevention Unit, BC Children's Hospital), CATT is based upon the established principles of the Consensus Statement on Concussion in Sport and other evidence-based resources. CATT is also a part of the Concussion Harmonization Project, a federal initiative to increase the prevention, recognition, and treatment of concussions in Canada.



*CATT for Athletes*

Research and evidence on concussions is evolving and the knowledge base is continually changing. As a result, the CATT website and modules are updated on a regular basis to provide current information, tools, and resources to support concussion recognition, diagnosis, treatment, and management.

Each month, more than 8,000 people access the information on [cattonline.com](https://cattonline.com), and since 2013, the CATT e-learning modules have been completed 100,000+ times by people in more than 50 countries. More than 75 organizations have made it mandatory for their staff and coaches to complete the CATT e-learning modules.

There are eight CATT online educational modules. All online educational modules are available in English and French and free-of-charge.

- CATT for Athletes: <https://cattonline.com/athlete/>
- CATT for Coaches: <https://cattonline.com/coach>
- CATT for Medical Professionals: <https://cattonline.com/medical-professional>
- CATT for Parents and Caregivers: <https://cattonline.com/parent-caregiver>
- CATT for School Professionals: <https://cattonline.com/school-professional>
- CATT for Women's Support Workers: <https://cattonline.com/womens-support-workers>
- CATT for Workers and Workplaces: <https://cattonline.com/workers-workplaces>
- CATT for Youth: <https://cattonline.com/youth>

### Sample e-newsletter message

September 25 to October 1, 2022, is Concussion Awareness Week in BC. Concussions are a serious brain injury that require immediate medical attention. They are an “invisible injury” that can happen to anyone, anytime, anywhere. The goal of Concussion Awareness Week is to improve British Columbians’ knowledge of concussions—how to prevent, recognize, respond to and manage them appropriately.

Visit [www.cattonline.com](https://www.cattonline.com) for e-learning courses, a Concussion Awareness Week campaign toolkit, and to learn more about BC’s concussion education activities.



## Social media toolkit and images

### Who to follow

Get started by following the accounts below, and comment, share, like, re-post and re-tweet relevant content. We'll be doing the same, with as many of you as possible, leading up to and throughout Concussion Awareness Week.



**Twitter**

[@cattonline](#)  
[@SIRCTweets](#)



**Facebook**

[@cattonline](#)  
[@SIRC Sport-Research](#)  
[@Healthy BC](#)



**Instagram**

[@injuryresearchbc](#)  
[@\\_healthy\\_bc](#)

### Use hashtags

Use these hashtags to amplify the concussion awareness message and help others interested in Concussion Awareness Week to find your content:

[#ConcussionBC](#)  
[#ConcussionWeekBC](#)

### What to share

During Concussion Awareness Week, consider sharing:

- Key messages and recommended resources provided in this toolkit
- Local activities and resources
- Stories that resonate in your community

Below are some sample posts which you can use on your social media channels (Twitter, Facebook, Instagram etc.). Please feel free to come up with your own messages.

### Sample images

The following images are available for you to post on social media. To download individually, click on each thumbnail. [Use this link to download all of the images in a ZIP file.](#)



## Sample posts

Concussion Awareness Week is Sep 25 – Oct 1, 2022! Join us this week in raising awareness about concussions in your community. #concussionbc #concussionweekbc

Up to 50% of sport-related concussions go unreported over fears of losing playing time/letting the team down or the misconception that concussions aren't serious. Learn about the importance of concussion reporting at <https://cattonline.com/athlete/> #concussionbc #concussionweekbc

Athletes are often reluctant to report a concussion in order to stay in the game or avoid disappointing their coach. Learn about how you can support your athletes: <https://cattonline.com/coach/> #concussionbc #concussionweekbc

Only 37% of physicians who treated pediatric concussion correctly applied graduated return to play guidelines. To learn about the most up-to-date recommendations, visit: <https://cattonline.com/medical-professional/> #concussionbc #concussionweekbc

CATT for Medical Professionals has resources and a free course accredited by UBC CPD to provide CME credits that will help you care for patients who have sustained a concussion. Learn more: <https://cattonline.com/medical-professional/> #concussionbc #concussionweekbc

Only 44% and 28% of parents correctly identified agitated behaviours and difficulty sleeping, respectively, as signs or symptoms of a concussion. Learn how to recognize concussion signs and symptoms: <https://cattonline.com/parent-caregiver/> #concussionbc #concussionweekbc

Your child's health comes first. That includes recognizing signs and symptoms of invisible injuries like concussions. Learn more: <https://cattonline.com/parent-caregiver/> #concussionbc #concussionweekbc

Students suffering from a concussion may find it hard to concentrate in class, get a worse headache, or feel sick. Learn how to recognize a concussion and implement a gradual return to school: <https://cattonline.com/school-professional/> #concussionbc #concussionweekbc

Up to 92% of women survivors of intimate partner violence experience traumatic brain injury, yet 75% of shelter workers have never screened a client for brain injury. Learn how you can provide support: <https://cattonline.com/womens-support-workers/> #concussionbc #concussionweekbc

Research shows that in the workplace, there is often a lack of understanding about concussion and how it is managed. To learn more about concussions in the workplace, visit: <https://cattonline.com/workers-workplaces/> #concussionbc #concussionweekbc

See an impact to the head, neck, or body? Check for signs and symptoms of concussion. Learn what to do next: <https://cattonline.com/catt-concussion-pathway/> #concussionbc #concussionweekbc

MYTH: A person needs to stay in bed for a week to recover from a concussion. FACT: Concussion recovery involves resting for up to 2 days, followed by a gradual return to activity. Learn more: <https://cattonline.com/overview-what-is-a-concussion/> #concussionbc #concussionweekbc

Only 11% of British Columbians are very confident that they can recognize a potential concussion. Do you know the signs and symptoms? #concussionbc #concussionweekbc



Concussion signs and symptoms can be delayed for up to two days, and can include: headache, dizziness, nausea, and ringing in the ears. #concussionbc #concussionweekbc

Sleep is good for the concussed brain! No need to wake up someone from sleep every few hours if they are sleeping comfortably. #concussionbc #concussionweekbc

Concussion recovery begins with resting the brain for up to 2 days, followed by a gradual and well-managed return to activity. #concussionbc #concussionweekbc

Free evidence-based e-learning courses on concussion are available for everyone, including coaches, teachers, parents, and athletes, at [cattonline.com](https://cattonline.com). #concussionbc #concussionweekbc