



Campaign Toolkit

BC Concussion Awareness Week
Sept 24 - 30, 2023

Summary

BC Concussion Awareness Week 2023 will take place from **September 24 to 30, 2023**.

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 by providing 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 to enable British Columbians in different roles and settings to receive evidence-based concussion information and education
- To promote a culture of safety by changing British Columbians' behaviours around concussion recognition, diagnosis, treatment, and management through awareness as activated knowledge

Campaign partners

- Ministry of Health
- Ministry of Tourism, Arts, Culture and Sport
- BC Concussion Advisory Network
 - BC School Sports
 - Doctors of BC
 - UBC Athletics
 - Child Health BC
 - Escape Velocity (EV)/DEVO Cycling Team
 - BC Centre for Ability
 - GF Strong Rehabilitation Center
- WorkSafeBC
- Sport Medicine Council of BC
- BC Brain Injury Association
- UBCP/ACTRA
- ICBC
- viaSport

Toolkit content

- [Background](#)
- [Resources](#)
- [Newsletter/e-blast sample message](#)
- [Social media toolkit and shareable graphics](#)

Background

September 24 to 30, 2023 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 is available on the [BC Laws website](#).

Why concussion awareness in BC matters

Concussions can happen to anyone, anywhere, anytime, from both significant and even seemingly minor falls, hits, or collisions. Concussions are common brain injuries that can have life-altering consequences.

Although they often resolve without medical intervention, concussions result in significant costs to individuals and their families, recreation and sport organizations, schools, employers, and society at large, including the healthcare system. In BC, the estimated healthcare costs of concussion in 2019 were approximately \$16.3 million in emergency department visits, \$15.6 million in hospitalizations, and \$21.7 million in disability. However, these costs are an underestimate as concussions are underreported. Costs incurred by patients seen at doctor's offices, walk in clinics, or treated at home are not included in these estimates. The Government of British Columbia agrees that this is an important issue worthy of attention and investment, as declared in its proclamation.

Early recognition of concussion, proper follow up care by a healthcare professional with relevant training, and appropriate management make a difference in recovery. British Columbians need to be prepared, just in case. They 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 awareness about concussion mechanisms and possible consequences, to improve the ability to make better choices around recognizing, managing and preventing concussions in various settings and for diverse age groups 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 at least 1 in every 167 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 attended 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, please visit these resources:

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



Concussion resources

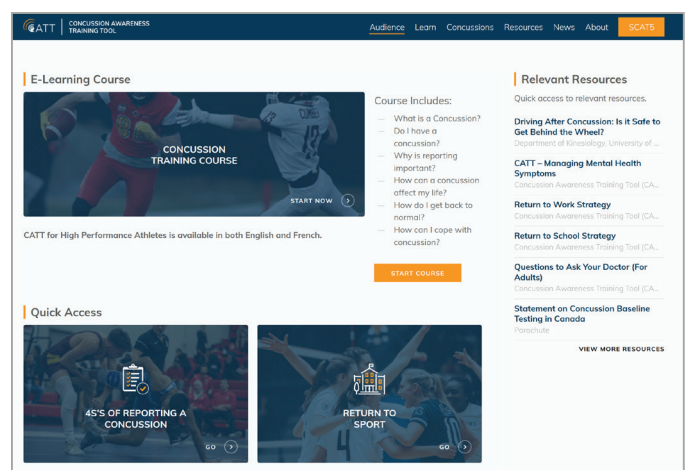
All CATT resources were reviewed and updated this year, based on the 6th Consensus Statement on Concussion in Sport:

- [HealthLink 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. Currently, CATT is being updated to incorporate recommendations based on the [6th Consensus Statement on Concussion in Sport](#).



Each month, more than 17,000 people access the information on cattonline.com, and since 2013, the CATT e-learning modules have been completed over 125,000 times by people in more than 200 countries and territories. More than 90 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 24 to 30, 2023, is Concussion Awareness Week in BC. A concussion is a serious brain injury that can happen to anyone, anywhere, anytime. Concussions do not require a blow to the head or loss of consciousness to occur. 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 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.



X (Twitter)

[@cattonline](#)
[@SIRCtweets](#)



Facebook

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



Instagram



[@catt.concussions](#)
[@_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 24–30, 2023! Join us this week in raising awareness about concussions in your community. #concussionbc #concussionweekbc

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

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

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% parents correctly identified agitated behaviour, and 28% identified difficulty sleeping, as signs and 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

Concerned about 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

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

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 a period of relative rest for 1-2 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. #concussionbc #concussionweekbc

In BC, the estimated healthcare costs for concussions in 2019 were \$16 million for emergency department visits, \$15 million for hospitalizations, and \$21 million for disability. The impact on families, schools, and employers is harder to measure. #concussionbc #concussionweekbc



Canada
Province of British Columbia
A Proclamation

CHARLES THE THIRD, by the Grace of God, King of Canada
and His other Realms and Territories, Head of the Commonwealth

To all to whom these presents shall come – Greeting

WHEREAS concussion—a significant health concern affecting British Columbians of all ages—can occur in diverse settings and as a result of different causes, including from a fall, a collision involving a vehicle, a blunt object injury, a workplace injury, a sport-related activity, intimate personal violence, physical abuse or violent crime, and

WHEREAS concussions can have serious impacts on the health and future well-being of children and youth, who are at higher risk of experiencing concussions from sport and recreational activities, generally take longer to recover and may acquire injuries that can temporarily or sometimes even permanently impact physical, mental or social functioning, and

WHEREAS early recognition of concussion symptoms is critical to ensure that the injured person receives timely medical treatment and management, including appropriate return to activity afterwards for sport, recreation or learning at school, and

WHEREAS appropriate and timely concussion management is crucial for recovery and personal safety, particularly for children and youth, and there is considerable risk that, unless appropriate time is taken to recover from a concussion, serious injury, disability or death could occur, and

WHEREAS British Columbia's Ministry of Health and Ministry of Tourism, Arts, Culture and Sport collaborate with multi-sector partners and other levels of government across Canada to recognize the annual National Concussion Awareness Week, in order to raise public awareness on how to prevent, recognize and manage concussions, including by promoting the use of the free online Concussion Awareness Training Tool (CATT);

NOW KNOW YE THAT We do by these presents proclaim and declare that September 24 to 30, 2023, shall be known as

"Concussion Awareness Week"

in the Province of British Columbia.

IN TESTIMONY WHEREOF, We have caused these Our Letters to be made Patent and the Great Seal of Our Province of British Columbia to be hereunto affixed.

WITNESS, The Honourable Janet Austin, Lieutenant Governor of Our Province of British Columbia, in Our City of Victoria, in Our Province, this twenty-second day of September, two thousand twenty-three and in the second year of Our Reign.

BY COMMAND.



Attorney General



Lieutenant Governor