



# CAMPAIGN TOOLKIT

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ALBERTA CONCUSSION AWARENESS DAY  
SEPTEMBER 27, 2023



## **SUMMARY**

September 27th is Alberta Concussion Awareness Day, which falls within National Concussion Awareness Week (September 25 to October 1, 2023). Alberta shares a commitment with other provinces and territories to profile the importance of concussion awareness. The Alberta Concussion Awareness Day was established to increase concussion awareness by providing credible evidence-based information and resources to encourage action across Alberta. This day is for all Albertans, regardless of their level of involvement in sports, recreation, and physical activities.

## **WHY CONCUSSION AWARENESS MATTERS**

Concussions are a significant public health concern for all Albertans. They are often called an invisible injury because they do not show up through diagnostic imaging tests like x-rays or CT scans. To further complicate things, concussions present in a multitude of ways, such as sensitivity to light or noise, headache, nausea, balance problems, and confusion, etc. The variability of concussion symptoms has led to health care providers coining the saying “If you’ve seen one concussion, you’ve seen one concussion.” Alberta Concussion Awareness Day is about building awareness of how to recognize and respond to potential concussions no matter where they happen. It is about making all Albertans aware of the signs and symptoms of a concussion so everyone is better able to manage a concussion safely and effectively so that individuals can return to a healthy and active lifestyle.

## **OBJECTIVES**

- Raise awareness about the prevalence and severity of concussions.
- To increase Albertans’ knowledge around concussion recognition, diagnosis, treatment, and management.
- To provide relevant, credible, and evidence-based concussion information and resources.

## **WHO IS THIS TOOLKIT FOR?**

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

## **TOOLKIT CONTENTS**

This toolkit includes:

- [Call to Action](#)
- [How You Can Help](#)
- [What You Can Encourage Others To Do](#)
- [Social Media Guide](#)
- [Share Your Concussion Story Guide](#)
- [Shareable Graphics](#)

## CALL TO ACTION

September 27, 2023 is Concussion Awareness Day in Alberta. For many people, this day will come and go like any other. But for those who have had a concussion or know of someone who has had a concussion, they may wonder why every day isn't a concussion awareness day.

In Canada, approximately 450,000 concussions occur per year with sports-related concussions accounting for about 20% of this total. According to the Injury Prevention Centre, there are almost 15,000 visits to emergency departments for concussion in Alberta every year. Falls, sports, and motor vehicle collisions are the top three causes of concussion. While anyone can sustain a concussion, Albertans between the ages of 10 and 24 have the highest average number of concussion emergency department visits. A concussion is a type of brain injury. Any blow to the head, face, or neck, or a blow to the body that jars a person's head can cause a concussion.

On September 27th we urge all Albertans to learn about concussion. Visit the Alberta Concussion Awareness website at [www.sportmedab.ca/aca](http://www.sportmedab.ca/aca) for evidence-based resources and tools. Individuals, parents, coaches, and educators can all play a part in reducing the toll of concussions by identifying events that cause concussions, recognizing the symptoms of concussion, and treating concussions appropriately. The website also provides information on how to prevent concussions.

It's essential to learn how to recognize and respond, because concussions can happen to anyone!

## HOW YOU CAN HELP

You can help raise awareness about the Alberta Concussion Awareness Day efforts by:

- Promoting evidence-based information and resources about concussions available at the following website: [www.sportmedab.ca/aca](http://www.sportmedab.ca/aca). By sharing accurate and reliable information, you can empower others to make informed decisions.
- Share and engage with the Alberta Concussion Awareness Day social media posts to increase the visibility of the campaign's message and reach a wider audience.
- **Please see the 'Social Media Guide' (Page 4).**

## WHAT YOU CAN ENCOURAGE OTHERS TO DO

- Motivate your network to join the cause and amplify the message of Alberta Concussion Awareness Day. Encourage others to share their story about concussions and how it has affected themselves and their loved ones.
- **Please see the 'Share Your Concussion Story Guide' (Page 5).**

## SOCIAL MEDIA GUIDE

This guide is for all organizations who use social media tools or online communication media in a professional capacity.

### WHO TO FOLLOW

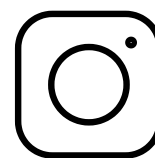
Get started by following the accounts, and comment, share, like, re-post relevant content. We'll be doing the same in the days leading up to and throughout Concussion Awareness Day.



@sportmedab  
@abconalli  
@StopInjury  
@SIPRC\_  
@preventable  
@SIRCTweets  
@parachutecanada  
@SIRCTweets  
@cattonline



@sportmedab  
@StopInjury  
@preventableinjuries  
@parachutecanada  
@sirc.canada  
@cattonline



@sportmedab  
@injurypreventioncentre  
@sirc\_canada  
@parachutecanada

### HASHTAGS

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

- #ACADay
- #ConcussionAB
- #ABConcussionDay
- #ConcussionAwarenessDay
- #AlbertaConcussionAwareness

### SAMPLE POSTS

Below are sample posts you can use on your social media channels. You are also encouraged to come up with your own messages!

- Alberta Concussion Awareness Day is for everyone with a role in healthy active living – sport and recreation participants, parents, coaches, organizers, educators, and more! For more information visit: [www.sportmedab.ca/aca](http://www.sportmedab.ca/aca).
- September 27th is Alberta Concussion Awareness Day! Learn how to recognize and respond because concussions can happen to anyone. For more information visit: [www.sportmedab.ca/aca](http://www.sportmedab.ca/aca).

## SHARE YOUR CONCUSSION STORY GUIDE

Your experiences matter, and by sharing your story, you can help others understand the challenges, triumphs, and lessons that come with concussions. Whether you've personally faced a concussion or have witnessed its effects on a loved one, your story can inspire empathy, awareness, and positive change.

### How to Participate

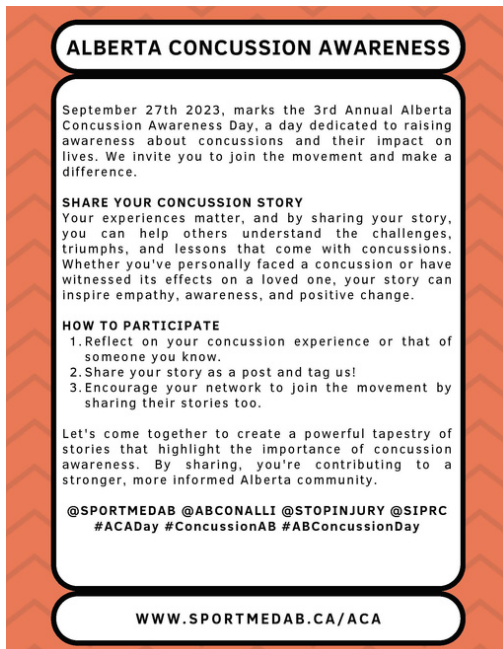
1. Reflect on your concussion experience or that of someone you know.
2. Share your story as a post using the hashtags #ConcussionAB #ABConcussionDay #ShareYourStory and tag us at the handles below.
3. Encourage your network to join the movement by sharing their stories too.

Let's come together to create a powerful tapestry of stories that highlight the importance of concussion awareness. By sharing, you're contributing to a stronger, more informed Alberta community.

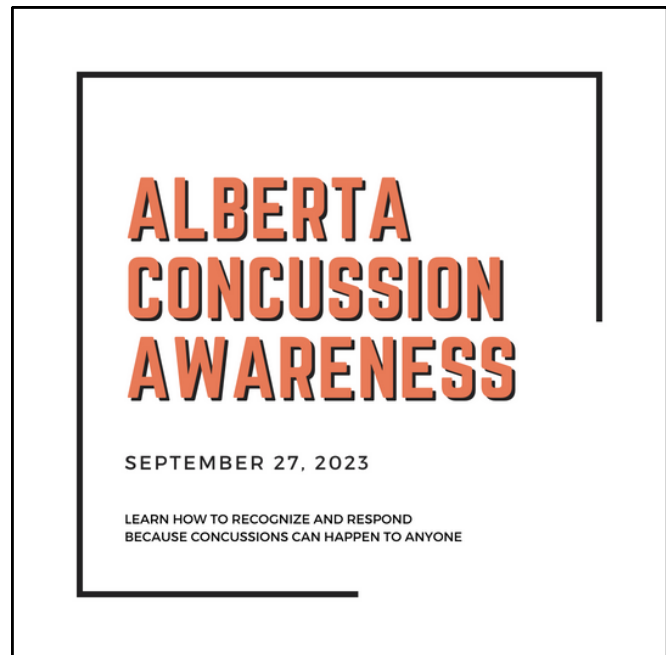
**@SPORTMEDAB @ABCONALLI @STOPINJURY @SIPRC**

## CLICK TO DOWNLOAD

**[SHARE YOUR CONCUSSION STORY PDF](#)**



**[SAMPLE POST PNG](#)**



## SHAREABLE GRAPHICS

The following images have been created for your use on social media.

# CLICK TO DOWNLOAD

### SHAREABLE GRAPHIC #1



### SHAREABLE GRAPHIC #2

