



Campaign Toolkit

Alberta Concussion Awareness Day

September 24, 2025



Summary

The Alberta Concussion Awareness Day will take place on **Wednesday, September 24, 2025**. This toolkit provides key information, practical tools, and shareable resources to support concussion awareness efforts across the province.

About the Day

The Alberta Concussion Awareness Day was created to increase understanding of concussions by sharing credible, evidence-based information with all Albertans. This day is not just for athletes or those involved in sport and recreation. Concussions can happen to anyone, anywhere, at any time.

Held on the last Wednesday of September, this day aligns with the National Concussion Awareness Week. While it may pass quietly for some, those who have experienced a concussion, or supported someone through recovery, know that awareness matters every day. This day is a reminder of the importance of recognizing, responding to, and managing concussions in our communities.

Why Concussion Awareness Matters

Concussions are a significant public health concern in Alberta. According to the Injury Prevention Centre, approximately **41 Albertans sustain a concussion each day**, amounting to roughly 15,000 diagnosed concussions annually in Alberta's emergency departments alone. This figure excludes diagnoses made in physician offices and walk-in clinics, which are not captured through standard hospital surveillance systems. Many concussions also go unreported or undiagnosed, often due to a lack of public awareness and education. As a result, the true burden of this "invisible injury" is likely underestimated.

A concussion is a mild traumatic brain injury (mTBI). It occurs when the brain accelerates or decelerates within the skull following an impact to the head, face, neck, or body, disrupting normal brain function. While concussions are usually not life-threatening, they must be taken seriously.

The mismanagement of concussion can lead to prolonged symptoms and long-term consequences. Early recognition of concussion, proper follow up care by a healthcare professional with relevant training, and appropriate management make a difference in recovery.

Although public awareness has improved in recent years, important knowledge gaps remain. The Alberta Concussion Awareness Day helps address these gaps by providing evidence-based information and resources on prevention, recognition, and management to communities across the province.

Campaign Objectives

- Increase awareness about the prevalence, seriousness, and impact of concussions.
- Improve Albertans' understanding of how to recognize, manage, and prevent concussions.
- Share accurate, evidence-based resources across communities.

Who This Toolkit Is For

This toolkit is designed 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:

- How You Can Help
- What You Can Encourage Others To Do
- Social Media Guide
- Share Your Concussion Experience Guide
- Shareable Images for the ACA Day

How You Can Help

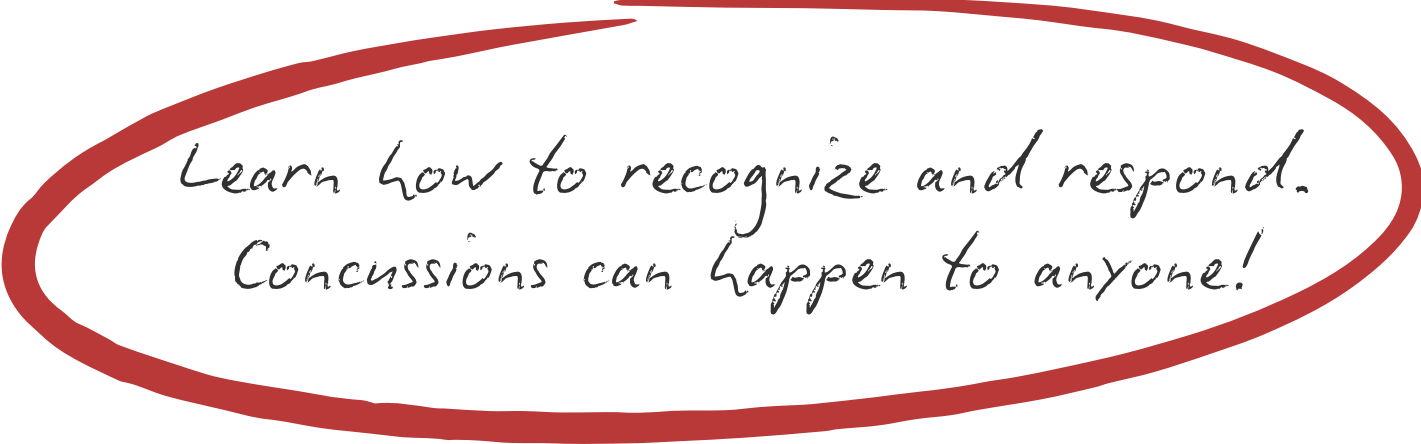
Support Alberta Concussion Awareness Day by:

- Promoting credible, evidence-based resources about concussions, available at: www.sportmedab.ca/aca. Sharing accurate information helps others make informed decisions about recognizing, managing, and preventing concussions.
- Engaging with social media content by liking, commenting, and sharing Alberta Concussion Awareness Day posts. This helps expand the reach of the campaign's messages across the province. Tools to support your efforts are included in the **'Social Media Guide' (Page 4)** and **'Shareable Images for the ACA Day' (Page 6)**.

What You Can Encourage Others To Do

Help amplify the message by encouraging others to:

- Share their personal stories about concussions and how these experiences have impacted their lives or the lives of those close to them. Personal stories help bring visibility to the realities of concussion and can foster greater understanding.
- See **'Share Your Concussion Experience Guide' (Page 5)** for ideas on how to get started.



*Learn how to recognize and respond.
Concussions can happen to anyone!*

Social Media Guide

This guide is designed for organizations and individuals who use social media or online platforms to engage their communities. It provides practical ways to support Alberta Concussion Awareness Day online.

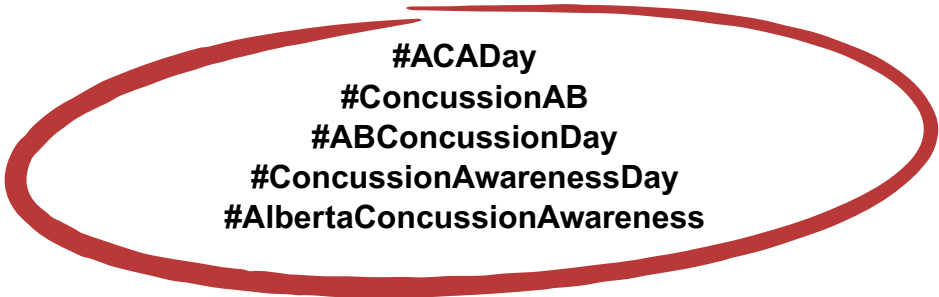
Who To Follow

Start by following these accounts. Engage with their posts by liking, commenting, sharing, or reposting content leading up to and on Alberta Concussion Awareness Day. We'll be doing the same to help amplify the message.

| X (Twitter) | Facebook | Instagram |
|------------------|----------------------|-------------------------|
| @sportmedab | @sportmedab | @sportmedab |
| @abconalli | @StopInjury | @injurypreventioncentre |
| @StopInjury | @preventableinjuries | @sirc_canada |
| @SIPRC_ | @parachutecanada | @parachutecanada |
| @preventable | @sirc.canada | @preventable.ca |
| @SIRCTweets | @cattonline | @SIPRC |
| @parachutecanada | @uofcsiprc | @catt.concussions |
| @cattonline | | |

Hashtags

Using the right hashtags helps spread the message and makes your content easier to find. Tip: Pair one or two of these with hashtags relevant to your community or sector (e.g., #YouthSports, #SchoolSafety, #ActiveLiving).



#ACADay
#ConcussionAB
#ABConcussionDay
#ConcussionAwarenessDay
#AlbertaConcussionAwareness

Sample Post

You're welcome to copy, modify, or schedule these messages as-is:

- "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."
- "September 24th is Alberta Concussion Awareness Day! Learn how to recognize and respond, concussions can happen to anyone. For more information visit: www.sportmedab.ca/aca."

Feel free to tag us and use the hashtags to be part of the wider conversation.

Share Your Concussion Experience Guide

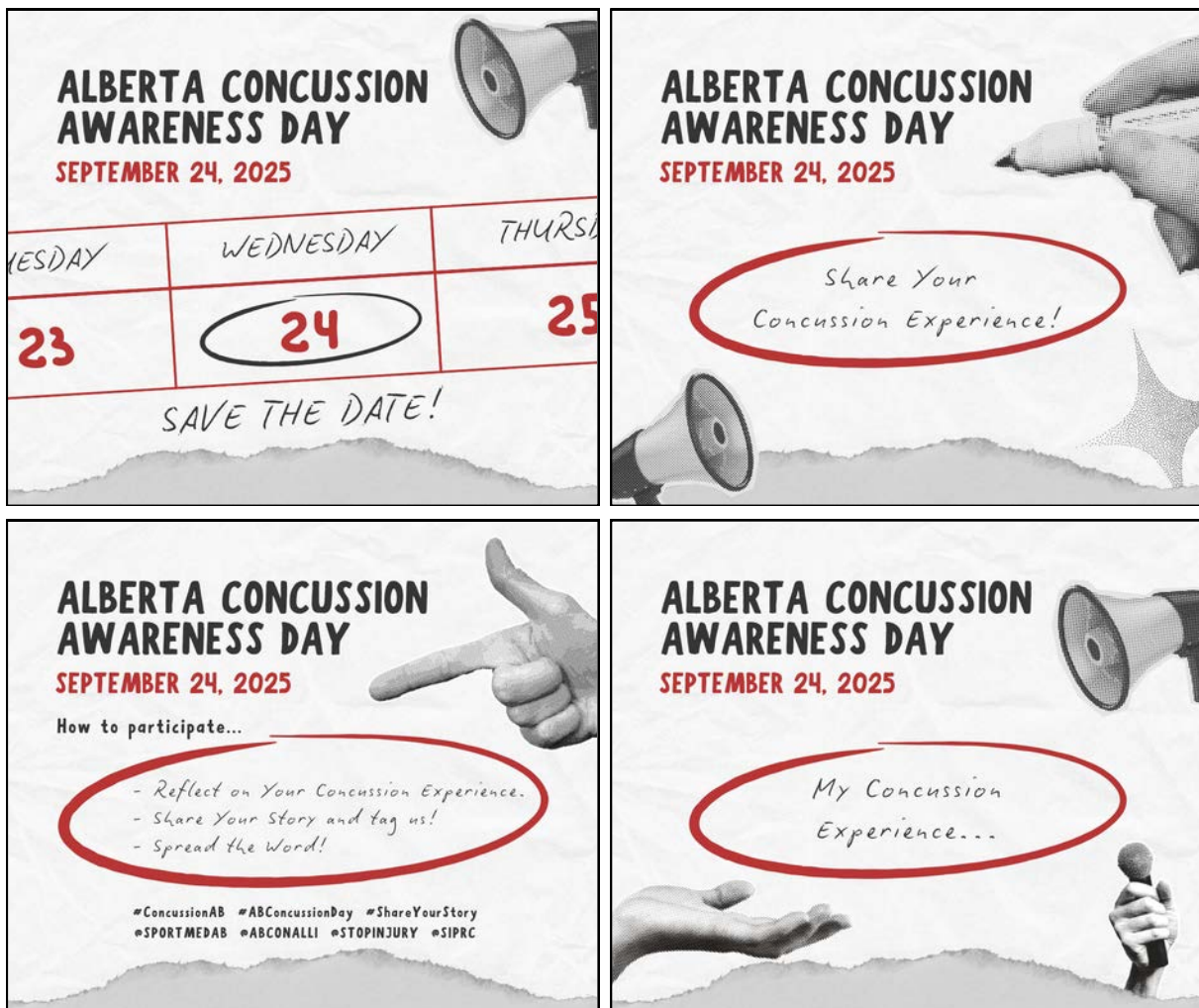
Every concussion story matters. As part of Alberta Concussion Awareness Day, we invite you to share your own experience—or that of someone you've supported. Personal stories help raise awareness, reduce stigma, and highlight the very real challenges and successes of concussion recovery. By speaking up, you help others feel seen, understood, and less alone.

How to participate:

- **Reflect** on your journey or someone else's experience with concussion.
- **Share** your story in your own voice on social media.
- **Tag us** and include the campaign hashtags (see the Social Media Guide for suggestions).
- **Encourage others** to join the conversation by sharing their experiences or learning more.

Together, we can remind Albertans that concussion awareness is about real people, real challenges, and real support.

CLICK TO DOWNLOAD



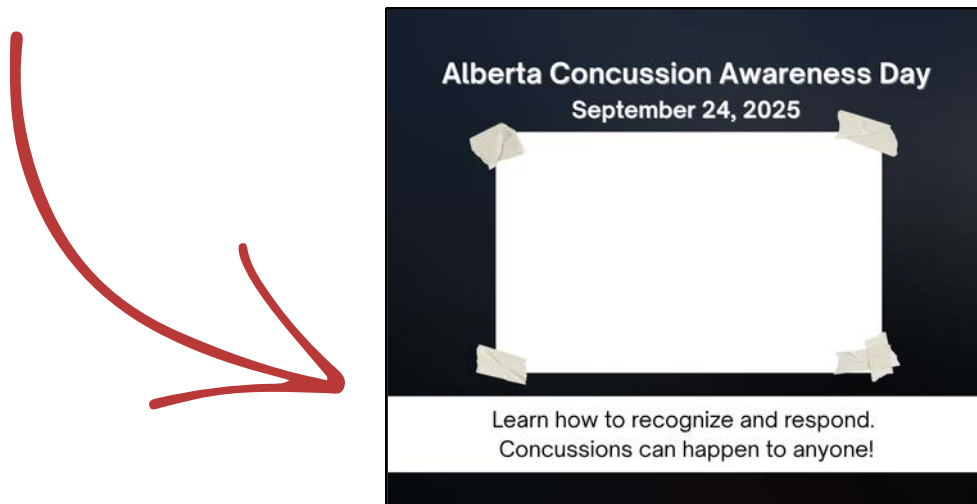
Shareable Images for the ACA Day

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

CLICK TO DOWNLOAD



Use one of our pre-made images or simply insert your own image!





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Thank you for joining us in this important conversation!

*Every day should be a
concussion awareness day.*

