Brain Injury Awareness Month

2023 Promotional Toolkit

Extension
University of Missouri

Missouri AgrAbility

Brain Injury Association of Missouri

CONTENTS

Purpose 3

Missouri Traumatic Brain Injury 2020 Needs Assessment 4

How to Participate 6

News Release 7

Social Media Messaging 8

Brain Injury Fact of the Day 9

Resources 11

National 11

Missouri 12

Missouri AgrAbility 14

Development Team 15

References 15

PURPOSE

March is Brain Injury Awareness Month. Brain injury changes life in an instant for the person injured as well as his or her family. Brain injury can happen to anyone, anywhere, anytime – it does not discriminate. Military personnel, farmers, senior adults, young children and teenagers are all high-risk populations for brain injury.

According to the Brain Injury Guide and Resources website, 31.92% of Missourians live in rural counties (28th most rural state in the U.S.). Additionally, the website notes individuals with Traumatic Brain Injuries (TBIs) from rural areas experience unique difficulties related to limited resources, limited access to appropriately trained health professionals, limited transportation and limited employment opportunities. (Issues/Resources for Persons with TBI in Rural Areas https://braininjuryeducation.org/populations/rural)

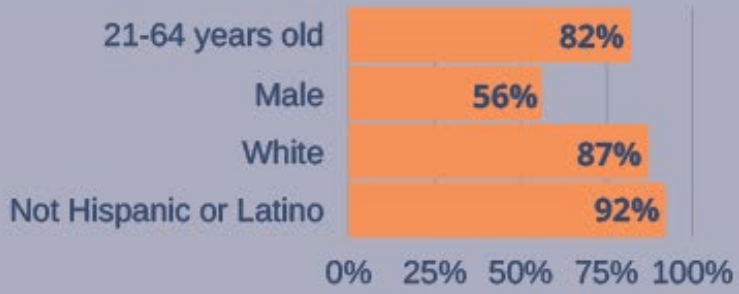
The Brain Injury Awareness Month Promotional Toolkit is a resource that can be used to help farmers, ranchers, individuals and families with TBI who live and work in rural and urban communities. In support of this shared goal, Missouri AgrAbility in collaboration with the Brain Injury Association of Missouri developed this resource that includes brain injury facts for social media, information about brain injury and national and state resources.

Missouri AgrAbility helps farmers and ranchers with disabilities and their families succeed. The program links the University of Missouri and Lincoln University Cooperative Extension with the Brain Injury Association of Missouri to provide practical education and on-the-farm assistance that promotes agricultural and rural independence. Additional information about Missouri AgrAbility can be found on page 14.

MISSOURI
TRAUMATIC BRAIN INJURY
2020 Needs Assessment

173 RESPONDENTS FROM 37 COUNTIES

33% Rural



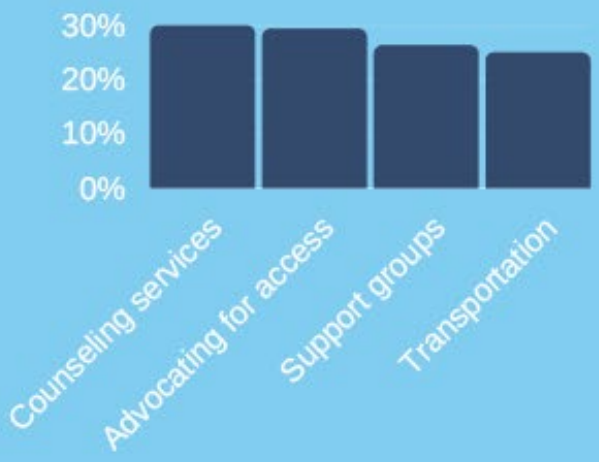
80%

Currently experiencing at least one *barrier* to accessing TBI supports and services

Top Barriers:

- Unaware of services & resources
- Difficulty understanding process or paperwork
- Inability to pay for needed services
- Lack of transportation

73% Identified at least one unmet ***information and referral*** need



55%

Identified at least one unmet ***financial management*** need

Top need:

Most frequently identified unmet ***recreation services / access*** needs

- Social
- Physical
- Transportation to activities
- Life skills / community integration
- Sports
- Nature

"The fact I am unable to drive myself where I need / want to go. I do have people I can ask, however it's more of a pride thing. I already have unsettling feelings about being a bother to my family and others in my life..."

85%

Identified at least one unmet ***continuing education*** need

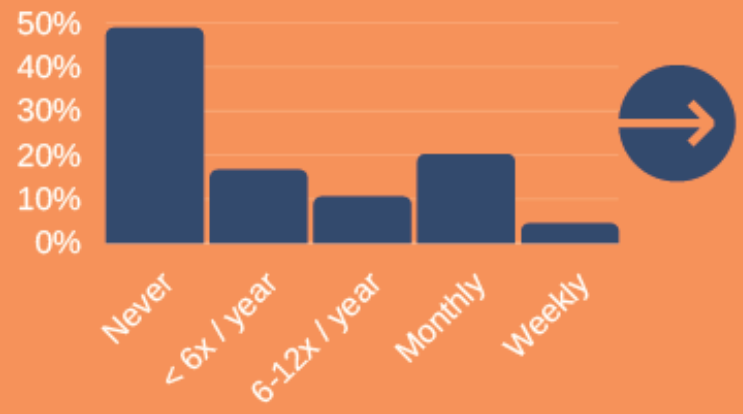
51%

Aging with brain injury

Over 1/3

- Coping / adjustments to living with TBI
- Changes in relationships
- Ongoing care / support
- Managing behaviors
- Mental health challenges

Support Group Attendance Frequency



"We need [support] groups that navigate and push one another over the battles."

Reasons for *not* attending:

- No support groups held in respondents' area
- Inconvenient meeting times
- Transportation challenges
- Lack of awareness about support groups

43% Do *not* currently have a ***service coordinator***

- **45%** do *not* know how to get one
- About **25%** do *not* want / need one

This project was supported, in part by grant number 90TBSG0040-02-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201

Local information and resources:

https://health.mo.gov/living/healthcondiseases/tbi/

https://www.biamo.org/

Conducted by the University of Missouri-Kansas City Institute for Human Development, in partnership with the Missouri Department of Health and Senior Services and the Brain Injury Association of Missouri. For more information, contact Kelli Barton: bartonkn@umkc.edu

HOW TO PARTICIPATE

Materials and resources in this toolkit will help you start a conversation in your community about brain injury. You can participate and show your support by:

- Sharing the brain injury facts of the day and resources from this toolkit on Facebook, Twitter, Instagram and other social media platforms.
- Sharing articles about brain injury on your personal, professional and organizational social media accounts and through local traditional media outlets.
- Planning and implementing a 4-H SPIN Club around Brain Injury Awareness using the 4-H Save Your Brain Leaders Guide to help youth understand the causes of traumatic brain injury, the effects and how to interact with survivors of brain injury.

News Release

Partner representative name

Title

Email

Phone number

[Your Organization] Celebrates Brain Injury Awareness Month, Honors 5.3 Million Americans Living with Brain Injury

[CITY IN ALL CAPS], MO. – Each March, the Brain Injury Association of Missouri (BIA-MO) leads rural and urban campaign efforts by collaborating with partners such as Missouri AgrAbility and Missouri brain injury stakeholders in recognizing Brain Injury Awareness Month, a time to acknowledge and support the millions of Americans impacted by brain injury. The theme for the 2023 awareness campaign is "More Than My Brain Injury".

An Acquired Brain Injury (ABI) is any injury to the brain that is not hereditary, congenital, degenerative, or induced by birth trauma. ABIs – from trauma, stroke, infectious diseases, and brain tumors – are a serious public health issue in the United States, where someone sustains a brain injury every nine seconds. According to available data, more than 5.3 million Americans live with brain injury-related disabilities at a cost exceeding $76.5 billion (in 2010 dollars) annually.

People living with brain injuries want the same things we all want: a good job, someone to love, a nice home, and fun in their lives. They want to be defined by who they are as people, not by their injuries.

"For many, brain injury evolves into a chronic health condition that changes who they are and how they interact with the world", offered Maureen Cunningham, BIA-MO's executive director. "Raising awareness of the impact of brain injury and making sure people have access to the support they need is essential – not only in March, but throughout the year".

The "More Than My Brain Injury" campaign provides an opportunity for educating the public about the incidence of brain injury in rural and urban Missouri. It aims to de-stigmatize the injury, highlight the diversity of the brain injury community, and empower those who have survived.

Each year, the Brain Injury Association of Missouri assists farmers, ranchers, individuals, and families who experience the life-changing and devastating consequences of brain injury.

Individuals in need of information, resources, or support after brain injury may speak with a brain injury specialist by contacting the Brain Injury Association of Missouri at 1-800-444-6443, info@biamo.org, or biamo.org.

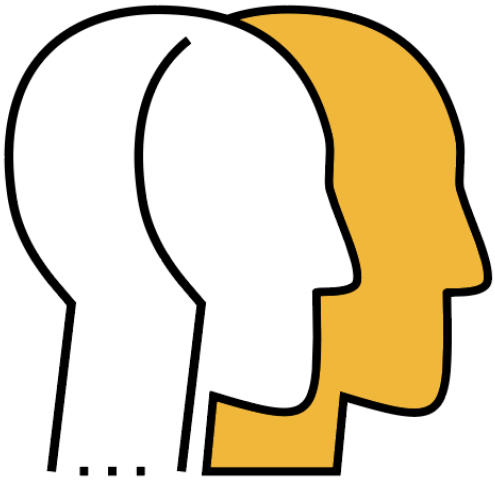
SOCIAL MEDIA MESSAGING

Share the brain injury facts of the day to engage with your community. The messages can be shared on any social media platform including Facebook, Twitter and Instagram.

Adapt the facts of the day to add to newsletters during the month.

Plan to select facts of the day that relate to your community and your target audience to share on your personal, professional and/or organizational social media profiles. Customize and edit messages as needed.

Make sure to use the hashtag #MoreThanMyBrainInjury so others can join in on the conversation.



Brain Injury Fact of the Day

1. 120,000 Missourians have a disability due to brain injury.
2. Prevention is the best cure for brain injury. Wear a helmet when horseback riding.
3. More than 463,000 traumatic brain injuries (TBIs) occurred among U.S. Service Members worldwide between 2000 and mid-2022.
4. Being thrown off a horse, getting kicked in the head by livestock, tripping over a fallen branch, almost drowning, or having a stroke are all examples of brain injury causes.
5. Traumatic brain injury (TBI) was diagnosed in more than 16,000 hospitalizations of youth in 2019.
6. Brain injury can change how a person thinks, feels, acts, and moves.
7. Wearing an approved motorcycle helmet is effective in saving lives, preventing brain injuries, and saving taxpayer dollars.
8. Brain injury is often called the “invisible disability.”
9. Brain injury changes life for the farmer injured and the family. Changes to equipment and farming operation may help.
10. 65% of persons with brain injury find it difficult to find, change or advance at work.
11. The construction industry has a high rate of fatal and non-fatal brain injuries among American workers. Nearly 43% of all occupational deaths from falls, slips, and trips were in the construction industry.
12. Stroke is an acquired brain injury. It can affect movement, talking, memory, thinking, emotions, and behavior.
13. About 425,000 Veterans live in Missouri. Of these Veterans, 32% have a disability.
14. A concussion is a traumatic brain injury (TBI). More than 90% of concussions do not involve a loss of consciousness.
15. Brain injury affects thinking, attention, behavior, and movement. Modified equipment or alternative methods may be helpful for beginning and experienced farmers.
16. Brain injury costs society more than $1 trillion each year.
17. Motor vehicle crashes on rural roadways result in more deaths and brain injuries.

18. Helmets can prevent 85% of bicycle related head and brain injuries. Cyclists should wear a properly fitted, approved helmet every bike ride, including on bike paths, neighborhood streets, and rural roads.

19. 5.3 million Americans have a long-term disability from brain injury.

20. Falls account for 51% of nonfatal brain injury-related hospitalizations. Second leading cause is motor vehicle crashes at nearly 24%.

21. Military personnel experience brain injury from combat or civilian life through a stroke, fall, car crash, or another incident.

22. Wearing a motorcycle helmet is effective to prevent brain injuries and deaths of riders.

23. When someone sustains a moderate to severe traumatic brain injury (TBI) the result can be a chronic disease or disability that lasts a lifetime.

24. There is an average of 283,000 U.S. emergency department visits each year for youth who sustain a sports and recreation-related concussion.

25. Farmers are at high risk of brain injury, with falls as a leading cause.

26. Every 9 seconds someone sustains a brain injury. One of every 60 people in the U.S. lives with a traumatic brain injury (TBI) related disability.

27. Brain injury can affect all areas of farming, including not keeping up with the physical demands, tending a garden, caring for animals, and working long hours.

28. Brain injury can change the personality of the injured person. Despite a lack of visible injury to the head, there could be damage to the brain that causes the changes in personality.

29. Taking precautions and receiving care of a prior brain injury reduces risk of another brain injury. Seek medical care if a bump, blow or jolt to your head or body changes how you think, feel, see, act, speak or walk. Always wear your seatbelt in a motor vehicle as a driver or passenger.

30. Nearly 40,000 youth and young adults were hospitalized for a brain injury in the U.S. in 2018. They are our future and beginning farmers.

31. The Brain Injury Association of Missouri and Missouri AgrAbility offer information about farming with disabilities and resources for preventing secondary injuries.

RESOURCES

National

CDC Injury Center

CDC's Injury Center uses the same scientific methods to prevent injuries that have been used to prevent disease: carefully describing the problem through surveillance, studying factors that increase or decrease risk for injury, designing and evaluating intervention strategies that target these risk factors, and taking steps to ensure that proven strategies are implemented in communities nationwide.

CDC HEADS UP

HEADS UP is a series of educational initiatives developed by the CDC, that all have a common goal: protect kids and teens by raising awareness and informing action to improve prevention, recognition, and response to concussion and other serious brain injuries.

NIH

The National Institutes of Health (NIH), a part of the U.S. Department of Health and Human Services, is the nation's medical research agency - making important discoveries that improve health and save lives.

Missouri

[Ability KC]
Ability KC provides comprehensive outpatient services to children, adolescents and adults who have survived a traumatic brain injury. Staff and therapists are experienced in treating individuals with mild to severe brain injuries with all levels of physical, cognitive and behavioral challenges.

[AgrAbility]
The purpose of the AgrAbility Project is to help increase the likelihood that farmers, ranchers, farm workers, and farm family members who are limited by any type of disability or chronic health condition employed in production agriculture or agriculture-related occupations become more successful. It's about cultivating success in agriculture, employment, and rural life for people with disabilities and their families.

[Brain Injury Association of Missouri]
The mission of the Brain Injury Association of Missouri (BIA-MO) is to reduce the incidence of brain injury; to promote acceptance, independence, and productivity of persons with brain injury; and to support their families. BIA-MO helps individuals who sustain brain injuries, family caregivers, and professionals who create a better future through medical treatment, rehabilitation services, employment options, and community supports.

[The Brain Injury Guide & Resources]
The Brain Injury Guide and Resources webpage is the result of collaboration between the University of Missouri, School of Health Professions, Department of Health Psychology and the Missouri Department of Health and Senior Services.

[The Center for Head Injury Services]
The Center for Head Injury Services is a nationally recognized nonprofit organization that helps people with disabilities lead full and productive lives. The Center has been providing rehabilitative and support services in the St. Louis metropolitan area for over 30 years. The Center offers 20 programs individualized to meet the needs of participants. These programs include medical therapies, counseling, vocational and employment services, two adult day programs and three social enterprises.

Missouri Department of Health & Senior Services

The Missouri Department of Health & Senior Services is responsible for managing and promoting all public health programs to improve life and wellness for Missourians.

Ozark Neuro Rehab Center

At Ozark Neuro Rehab Center, professionals work closely with patients, their families, and the treatment team to develop a plan of care designed to meet each patient's specific needs and goals.

Rehabilitation Services for the Blind

Rehabilitation Services for the Blind (RSB) helps eligible blind and visually impaired persons achieve personal and employment success. Services are provided with the belief that with the right training and resources each blind or visually impaired person will be able to achieve this goal.

University of Missouri Health Care

At an academic health system such as MU Health Care, physicians from every field of medicine work together to offer comprehensive care. Patients have access to the latest treatments and research. Their team approach takes into account all your needs, so that in good or poor health, you receive personalized attention.

Veteran Readiness and Employment

Individuals with a service-connected disability who are limited or unable to work may be eligible for help and support from Veteran Readiness and Employment (VR&E) – also known as Chapter 31. The program helps individuals explore employment options and address education training needs.

Vocational Rehabilitation

Individuals with disabling conditions who are unable to find work, keep a job, or advance normally in the workplace may be eligible for help and support services from VR. VR specializes in employment and training services that improve the likelihood of successful and meaningful employment for those with disabilities.

Missouri AgrAbility

AgrAbility increases the likelihood that individuals with disabilities and their families engaged in agriculture become more successful.

The program links the University of Missouri Extension with Lincoln University Cooperative Extension and the Brain Injury Association of Missouri to provide practical education and assistance that promotes independence in agricultural production and rural living. The National Institute of Food and Agriculture (NIFA); an agency of the United State Department of Agriculture (USDA), administers the AgrAbility Project.

In Missouri, AgrAbility works in partnerships to offer free statewide services such as:

- Identifying farmers, ranchers, or farm works with disabilities by referring them to appropriate resources
- Providing technical one-on-one assistance with recommendations about adaptive farm equipment, tools and machinery
- Providing information on how to modify farm operation, farm equipment, farm machinery and buildings
- Providing agriculture-based education to help prevent secondary injury
- Providing training to help farmers and ranchers with disabilities; and
- Coordinating peer support networks.

Eligibility

All farmers and ranchers who have any type of disability and/or chronic disease, whether it is physical, cognitive or illness-related, are eligible for services.

Contact

If interested in learning about how you can receive AgrAbility services, contact AgrAbility at 1-800-995-8503, agrability@missouri.edu or visit agrability.missouri.edu.

Development Team

Karen Funkenbusch
Director, Missouri AgrAbility
University of Missouri, School of Health Professions, Occupational Therapy
University of Missouri Extension

Maureen Cunningham
Executive Director
Brain Injury Association of Missouri

Willard Downs
Professor Emeritus of Biological & Agricultural Engineering
University of Missouri Extension

Andrew Edmonston
Program Manager
Brain Injury Association of Missouri

Tevin Uthlaut
Strategic Communications Associate
University of Missouri Extension

References

"Brain Injury Awareness Month: Join the #MoreThanMyBrainInjury Campaign." *Brain Injury Association of America*, 15 Feb. 2022, www.biausa.org/public-affairs/public-awareness/brain-injury-awareness.

"Issues/Resources for Persons with TBI in Rural Areas." (2022, February 17). Retrieved from https://braininjuryeducation.org/populations/rural

"Missouri Traumatic Brain Injury 2020 Needs Assessment." *Missouri Department of Health & Senior Services*, 15 Feb. 2022, https://health.mo.gov/living/healthcondiseases/tbi/pdf/tbi-needs-infographic.pdf

This publication was partially funded by USDA NIFA AgrAbility Grant #: 2022-41590-38128

Extension
University of Missouri

Issued in furtherance of the Cooperative Extension Work Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Director, Cooperative Extension, University of Missouri, Columbia, MO 65211 • MU Extension provides equal opportunity to all participants in extension programs and activities and for all employees and applicants for employment on the basis of their demonstrated ability and competence without discrimination on the basis of race, color, national origin, ancestry, religion, sex, sexual orientation, gender identity, gender expression, age, genetic information, disability or protected veteran status. • 573-882-7216 • extension.missouri.edu