



CAMPAIGN TOOLKIT

ALBERTA CONCUSSION AWARENESS DAY
SEPTEMBER 25, 2024



Adapted with Permission from BCIPRU Concussion Awareness Toolkit

SUMMARY

The Alberta Concussion Awareness Day will take place on **September 25, 2024**. This toolkit provides essential information, tools, and resources to help raise concussion awareness among Albertans.

ABOUT

The Alberta Concussion Awareness Day was established to increase understanding of concussions by offering credible, evidence-based information and resources. This day is for all Albertans, regardless of their involvement in sports, recreation, or physical activities. It's also a day to emphasize that concussions can happen anywhere, at any time, and to anyone, not just in sports. Each year the Alberta Concussion Awareness Day takes place on the last Wednesday of September, which falls within National Concussion Awareness Week. 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.

WHY CONCUSSION AWARENESS MATTERS

Concussions are a serious public health issue that can affect anyone, anywhere, at any time. Often referred to as an “invisible injury,” concussions don't show up on common diagnostic tests like x-rays or CT scans. Symptoms can vary widely from person to person, including headaches, nausea, balance problems, sensitivity to light or noise, and cognitive difficulties. This variability in symptoms is why healthcare professionals often say, “if you've seen one concussion, you've seen one concussion.”

Raising awareness about concussions is crucial because early recognition and proper management can greatly improve recovery outcomes. The Alberta Concussion Awareness Day is committed to helping all Albertans understand how vital it is to recognize and respond to concussions promptly.

This day is about fostering a culture of concussion awareness in Alberta—whether at home, work, school, or play, everyone should be equipped with the knowledge to identify and manage concussions effectively. By spreading this awareness, we enhance the overall health and well-being of our communities.

LEARN HOW TO RECOGNIZE AND RESPOND – CONCUSSIONS CAN HAPPEN TO ANYONE!

OBJECTIVES

- Raise awareness about the prevalence, seriousness, and impact of concussions.
- Enhance Albertans' knowledge of concussion recognition, diagnosis, treatment, management, and prevention.
- Provide credible, evidence-based information and resources on concussions.

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:

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



HOW YOU CAN HELP

You can contribute to raising awareness for the Alberta Concussion Awareness Day by:

- Promoting evidence-based information and resources about concussions available at the following website: www.sportmedab.ca/aca. Sharing accurate, reliable information empowers others to make informed decisions.
- Engaging with Alberta Concussion Awareness Day social media posts to extend the reach of the campaign's messages. Resources to support these activities are provided in the **'Social Media Guide' (Page 4)**.

WHAT YOU CAN ENCOURAGE OTHERS TO DO

Inspire your network to join the cause and amplify the message of the Alberta Concussion Awareness Day. Encourage others to share their concussion stories and how these experiences have impacted them or their loved ones. For guidance, see **'Share Your Concussion Experience' (Page 5)**.



SOCIAL MEDIA GUIDE

This guide is intended for organizations that use social media or online communication platforms professionally.

WHO TO FOLLOW

Begin by following these accounts. Engage by commenting, sharing, liking, and re-posting relevant content. We'll be doing the same in the days leading up to and throughout Concussion Awareness Day.



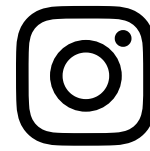
X (Twitter)

@sportmedab
@abconalli
@StopInjury
@SIPRC_
@preventable
@SIRCtweets
@parachutecanada
@cattonline



Facebook

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



Instagram

@sportmedab
@injurypreventioncentre
@sirc_canada
@parachutecanada
@preventable.ca
@SPIRC
@catt.concussions

HASHTAGS

Use these hashtags to boost the visibility of concussion awareness messages and to help others interested in Concussion Awareness Day find your content:

#ACADay
#ConcussionAB
#ABConcussionDay
#ConcussionAwarenessDay
#AlbertaConcussionAwareness

SAMPLE POSTS

- “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 25th 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.”

SHARE YOUR CONCUSSION EXPERIENCE GUIDE

We believe that every journey through a concussion is unique and significant. As part of the Alberta Concussion Awareness Day campaign on September 25, 2024, we invite you to share your personal concussion experience or that of a loved one.

Whether you've experienced a concussion firsthand or supported someone who has, your story—including the challenges faced, lessons learned, and milestones achieved—is invaluable. By sharing these experiences, you contribute to a collective understanding that helps raise awareness about the impact and prevalence of concussions.

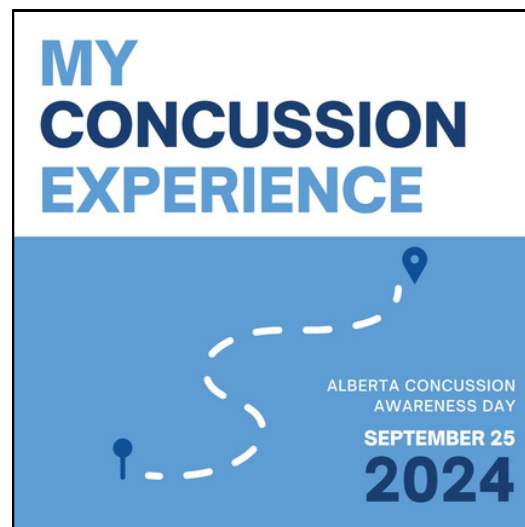
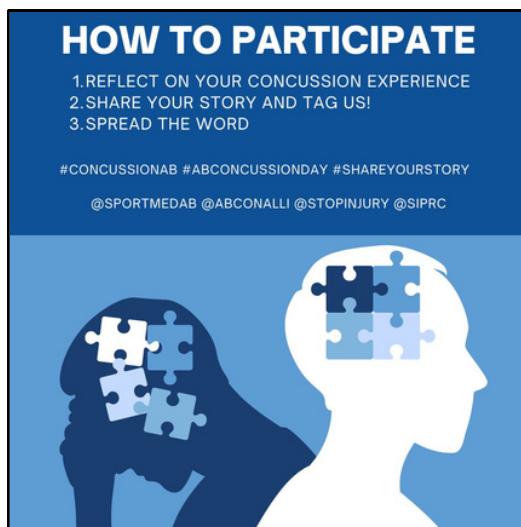
How to Get Involved:

- Reflect on your concussion journey or that of someone you know.
- Share it on social media.
- Tag us and use the hashtags to join the conversation and spread the word.

Together, let's walk this journey and shine a light on concussion awareness. By sharing, you're contributing to a stronger, more informed Alberta community.

[@SPORTMEDAB](#) [@ABCONALLI](#) [@STOPINJURY](#) [@SIPRC](#)

CLICK IMAGE TO DOWNLOAD



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Alberta Concussion Awareness Day September 25, 2024

The Alberta Concussion Awareness Day was established to increase the understanding of concussions by offering credible, evidence-based information and resources. This day is for all Albertans, regardless of their level of involvement in sports, recreation, or physical activities. It's also a day to emphasize that concussions can happen anywhere, at any time, and to anyone, not just in sports. Each year the Alberta Concussion Awareness Day takes place on the last Wednesday of September, which falls within National Concussion Awareness Week. 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.

DID YOU KNOW?

Concussions are the most common type of traumatic brain injury. Yet, they're often under-reported due to a lack of education and awareness.

A person does not need to lose consciousness to have experienced a concussion. In fact, less than ten percent of concussions result in the loss of consciousness.

41 Albertans sustain a concussion each day. That is Fourteen Thousand, Eight Hundred and Seventy-Six concussions per year being diagnosed in Alberta's emergency departments.



VISIT WWW.SPORTMEDAB.CA/ACA
FOR MORE INFORMATION

LEARN HOW TO RECOGNIZE & RESPOND CONCUSIONS CAN HAPPEN TO ANYONE!

Sport Medicine Council of Alberta

Alberta Concussion Alliance

SHARE YOUR CONCUSSION EXPERIENCE

ALBERTA CONCUSSION
AWARENESS DAY

SEPTEMBER 25
2024



HOW TO PARTICIPATE

- REFLECT ON YOUR CONCUSSION JOURNEY OR THAT OF SOMEONE YOU KNOW
- SHARE IT ON SOCIAL MEDIA
- TAG US AND USE THE HASHTAGS TO JOIN THE CONVERSATION

#CONCUSSIONAB
#ABCONCUSSIONDAY
#SHAREYOURSTORY

@SPORTMEDAB @ABCONALLI @STOPINJURY @SIPRC

VISIT SPORTMEDAB.CA/ACA
FOR MORE INFORMATION

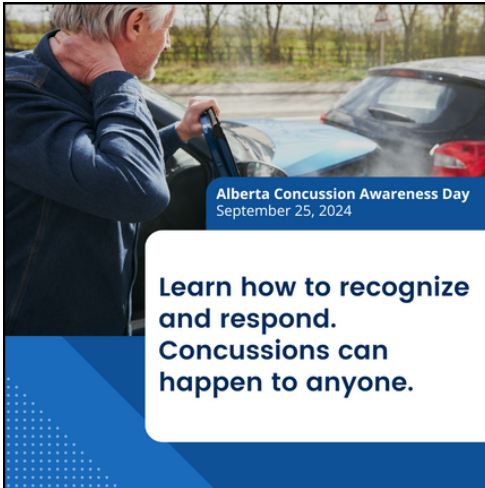


SHAREABLE GRAPHICS

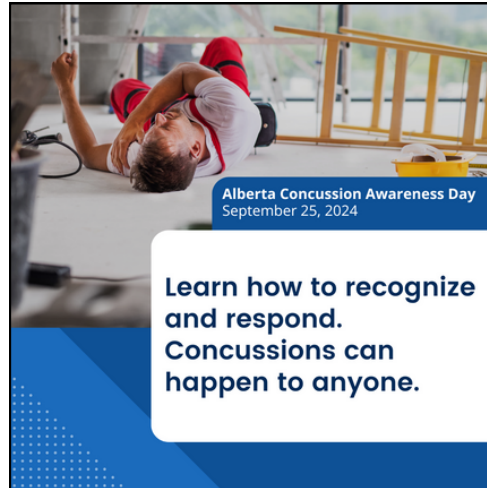
The following images have been created for your use on social media.

CLICK IMAGE TO DOWNLOAD

SHAREABLE GRAPHIC #1



SHAREABLE GRAPHIC #2



SHAREABLE GRAPHIC #3



SHAREABLE GRAPHIC #4



SHAREABLE GRAPHIC #5



SHAREABLE GRAPHIC #6

