

Be concuSSION aware.

Campaign toolkit



the brain injury association



concussionaware.org.uk
#ConcussionAware

About Headway

Headway is the UK-wide charity that supports people affected by brain injury while campaigning to raise awareness and reduce the number of people affected. To find out more about the charity, or to find your local Headway group or branch, visit headway.org.uk

About the campaign

At Headway, we want to ensure that everyone is able to enjoy sport, while being better protected from the risks of concussion.

A great deal has been achieved in the past few years to improve concussion protocols, with the emphasis being placed on elite-level sport to set a good example for others to follow.

But we believe everyone who plays sport should be concussion aware – particularly those at grassroots level who are playing purely for the love of game and do not have ambulances and doctors on standby should something go wrong.

We hope that through this campaign, we can encourage sports clubs across the UK to ensure their members are aware of concussion and that players, coaches, officials and supporters (including parents), sign up to an *If in doubt, sit it out!* approach.

Read on to find out how your club can get involved.

For more information about concussion in sport visit headway.org.uk/get-involved/campaigns/concussion-in-sport

Headway
the brain injury association

**IF IN DOUBT,
SIT IT OUT!**

**Be
concussion
aware.**

concussionaware.org.uk
#ConcussionAware

Registered with the Charity Commission for England and Wales
(Charity No 1102580) and the Office of the Scottish Charity
Regulator (Charity No SC 039992)

Get involved

It's simple for sports clubs to get involved. All we ask is that you pledge to encourage everyone involved in your club to **be concussion aware**. Individuals can also make that pledge in order to set a good example for others to follow.

Digital stamp

By displaying the free digital stamp on your club's website and adding it to your email signatures on official club correspondence, you can proudly demonstrate your club is being responsible when it comes to concussion.

It will also help to make all those who visit your club's site – whether existing or potential new members – to recognise the importance of treating concussion seriously.

We will also provide clubs with posters (in either digital or print form), a short campaign film that can be added to websites or shared on social media, and Headway's *Concussion in sport* factsheet.

Social media

Help us spread the word and increase awareness of our campaign by telling people you or your club has signed up to the campaign!

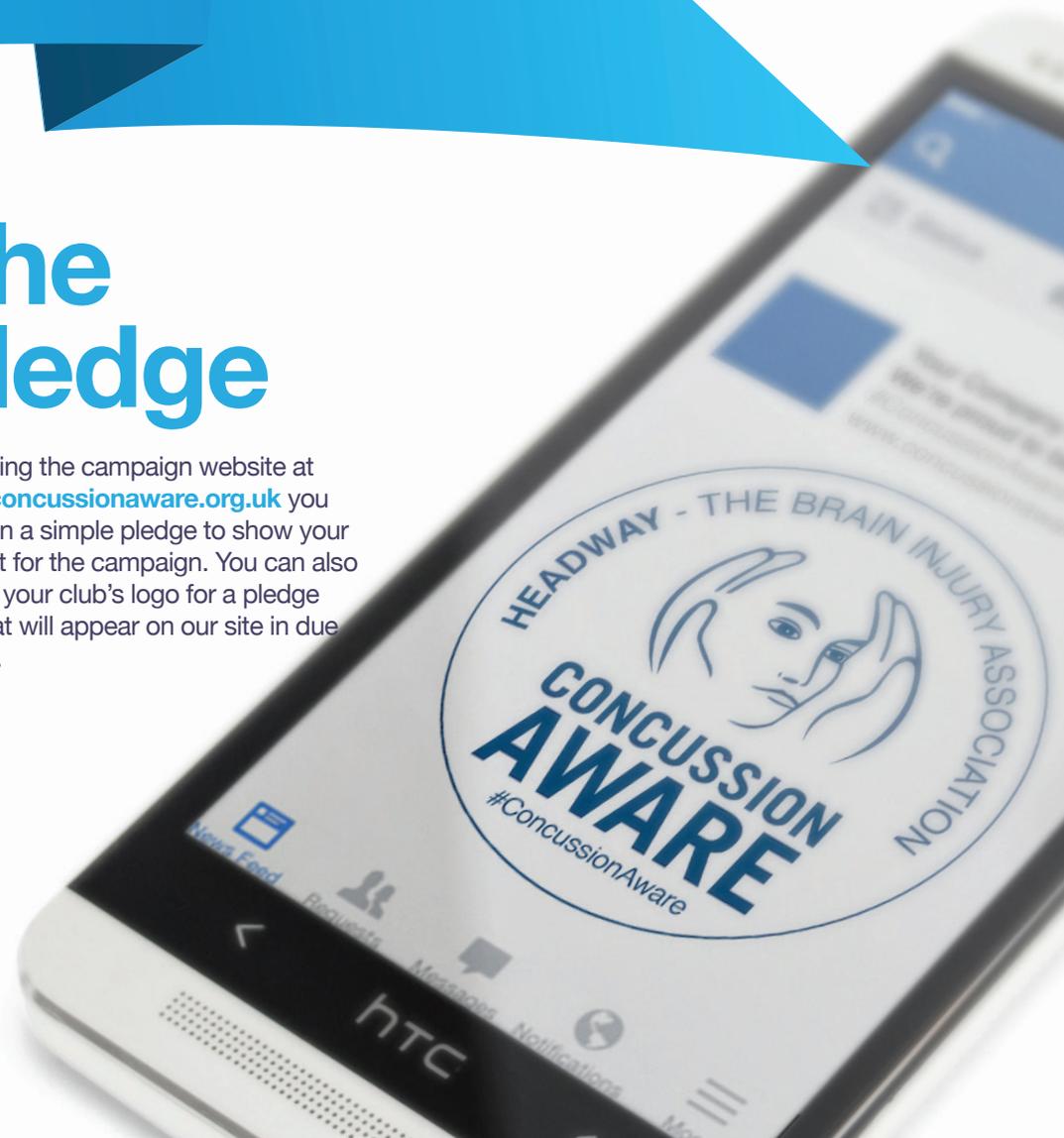
You can upload the Concussion Aware digital stamp to show you've signed up to the campaign, and here are a couple of suggested tweets you can use:

- Proud to be **#ConcussionAware**.
@HeadwayUK
- We support **@HeadwayUK's**
Be **#ConcussionAware** campaign.

In all your Facebook or Twitter posts, please remember to use **#ConcussionAware** and **@HeadwayUK**.

The pledge

By visiting the campaign website at www.concussionaware.org.uk you can sign a simple pledge to show your support for the campaign. You can also upload your club's logo for a pledge wall that will appear on our site in due course.



Campaign materials

By visiting www.concussionaware.org.uk, you will have access to a range of campaign materials, including:

Posters

Three different campaign posters in digital form, with an option to request A4-sized hard copies free of charge.

Please email information.manager@headway.org.uk or call 0115 924 0800 to request print copies.

Digital stamp

The *Concussion Aware* digital stamp, which can be proudly displayed on club websites and social media pages to show your club is taking a responsible approach to concussion.

Logo

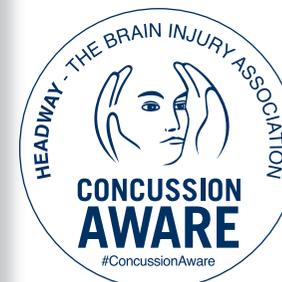
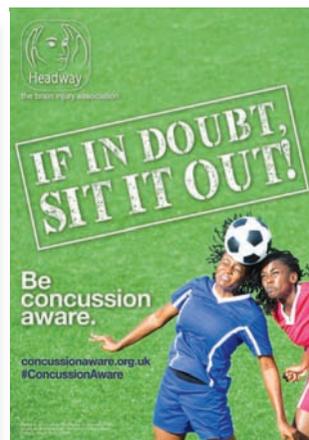
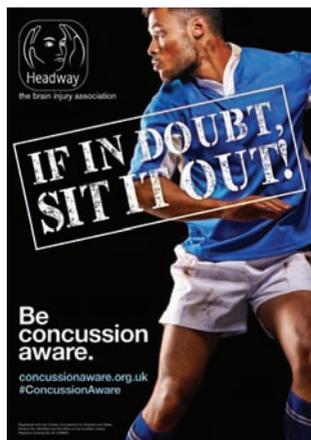
The *If in doubt, sit it out!* logo.

Film

Headway's campaign film, which can be hosted on your club's website or posted on social media pages.

Factsheet

Headway's *Concussion in sport* factsheet. It is written for anyone who engages in sports, to help them understand the nature of concussion and what to do in the event of a concussion being suspected. It also includes warning signs indicating further complications and tips for managing the possible long-term effects.



Local support

We would also like to encourage clubs to get in touch with their local Headway groups and branches to see how they can work together to not only increase understanding of concussion, but also raise awareness of brain injury.

In your area

There are in excess of 130 Headway groups and branches across the UK providing vital support, respite and rehabilitation services to people in their local communities affected by brain injury.

Each year, around 350,000 people are admitted to hospital in the UK with acquired brain injury. That's one every 90 seconds.

Whether a result of a stroke, tumour, road traffic accident, assault, or a sporting injury, a brain injury can affect anyone at any time.

Headway groups and branches rely on the support of their local communities in order to continue to improve life after brain injury.

Please consider any support you can provide to your local Headway. They'd love to hear from you!

To find your local group or branch, visit
www.headway.org.uk



**IF IN DOUBT,
SIT IT OUT!**



concussionaware.org.uk
[#ConcussionAware](https://twitter.com/ConcussionAware)
headway.org.uk

Helpline: 0808 800 2244; helpline@headway.org.uk

Registered with the Charity Commission for England and Wales (Charity No 1025852) and the Office of the Scottish Charity Regulator (Charity No SC 039992).



the brain injury association