



BC Concussion Awareness Week Toolkit

September 26, 2021 - October 2, 2021

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Summary

The information, tools and resources in this toolkit are intended to increase British Columbians' awareness of concussion during BC's Concussion Awareness Week, which will take place from **September 26 to October 2, 2021**.



Target audience

To provide relevant, credible, and evidence-based concussion information and resources for British Columbians of all ages.

Toolkit content

This Toolkit includes:

- Background and Key Messages
- Call to Action
- Resources - links to credible, evidence-based resources for various audiences
- Newsletter/E-blast Sample Message
- Social Media Guide and Shareable Graphics

Partners

- Doctors of BC
- Ministry of Health
- Ministry of Tourism, Arts, Culture and Sport
- GF Strong Rehabilitation Centre
- Physiotherapy Association of BC
- WorkSafe BC
- Preventable
- SportMed BC
- Child Health BC

Background

Each year in British Columbia (BC), almost 600 people are hospitalized for a concussion, and approximately 14,500 visit the emergency department. Between 2012/13 and 2016/17, British Columbian males aged 0 to 49 years-of-age had a higher rate of emergency department visits for concussion than females in the same age group, while females over the age of 50 had a higher rate than males. Children/youth aged 0 to 14 years-of-age had the highest rate of emergency department visits for concussion. These numbers are most likely an underestimate of the true burden of concussion on British Columbians because this “invisible injury” is often under-reported due to a lack of public education and awareness.¹

In fact, in an online survey² that was conducted among 1,895 Canadians age 18 years and older and 391 Health Care Providers, it was found that:

- **55%** reported having little or no concussion knowledge;
- **25%** do not know how concussion is treated;
- **40%** indicated that they were unaware of any of the cited tools and/or information resources on concussion available to the public; and
- **15%** can identify the best ways to treat concussion

DID YOU KNOW?

Concussions are the most common form of brain injury.



Concussions are the most common form of head injury, caused by an impact or forceful motion of the head or other part of the body which results in rapid movement of the brain within the skull. A concussion can happen to anyone at any time. Common causes include falls, motor vehicle crashes, and sports and recreational activities.

Any head injury needs to be taken seriously. Most concussions, managed appropriately, resolve without complications. On some occasions, concussion injuries can be more serious and can result in long-term disabilities.

The real danger of most concussions occurs when the injury is not recognized or is managed incorrectly.

Concussions require immediate recognition followed by 48 hours of physical and cognitive rest.

Returning to full activity too soon may result in more severe symptoms or long-term problems. As well, returning to high-risk activities (e.g., contact sports, dangerous job duties) before full recovery and medical clearance can put the individual at risk of sustaining another concussion with more severe symptoms and a longer recovery period.³

The Attorney General and Minister Responsible for Housing, and Lieutenant Governor have indicated their commitment to furthering concussion awareness in BC with their Concussion Awareness Week [proclamation](#).

Why Concussion Awareness in BC Matters

Concussion is a serious public health issue all Canadians should be aware of. Early recognition of concussion, proper medical assessment, and appropriate management make a difference in recovery. But Canadians need simple, easy-to-follow steps on how to care for a concussion or where to find good information. Through efforts such as Concussion Awareness Week, we can provide this. The Concussion Awareness Week will share key messages with Canadians and help them access important resources.

Key Messages

- September 26th - October 2nd is BC's first annual Concussion Awareness Week
- Concussions are a brain injury that require immediate recognition and medical attention
- Concussions can happen to anyone, anywhere and at anytime
- Concussions are an "invisible injury"
- Know how to respond to a concussion

Call to Action

Concussions can happen to anyone, anywhere, at any time. Concussions can result in serious, long-term effects in all age groups if not recognized and treated immediately. Thus, we need to take collective action to make up-to-date, evidence-based resources more widely available, and increase British Columbians' awareness of the importance of recognizing and treating a concussion as soon as possible.

Here's how you can help raise awareness on how to recognize a concussion and the importance of doing so:

- Promote evidence-based resources to increase awareness about the importance of concussions
- Share and engage with Concussion Awareness Week social media posts to increase the reach of the campaign's messages

Resources

Resource Spotlight: Concussion Awareness Training Tool

The Concussion Awareness Training Tool (CATT) is a series of online educational modules and resources addressing concussion recognition, diagnosis, treatment, and management. Good concussion management may decrease the risk of brain damage and potentially reduce long-term health issues.

Developed by Dr. Shelina Babul (Associate Director/ Sports Injury Specialist with the BC Injury Research and Prevention Unit, BC Children's Hospital, Vancouver, British Columbia, Canada), CATT is based upon the established principles of the Consensus Statement on Concussion in Sport. CATT is part of the Concussion Harmonization Project, a federal initiative to increase the prevention, recognition, and treatment of concussions in Canada.

General Resources

- [Burden of Concussion in BC](#)
- [Health Link BC Concussion Page](#)
- [viaSport](#)
- [Concussion Awareness Training Tool \(CATT\)](#)
- [CATT Concussion Pathway](#)
- [CATT Caring for Your Concussion](#)
- [CATT Return to Sport Strategy](#)
- [CATT Return to School Strategy](#)
- [CATT Return to Activity Strategy](#)
- [CATT Return to Work Strategy](#)
- [CATT Medical Clearance Letter](#)
- [CATT Medical Assessment Letter](#)
- [CATT Managing Mental Health Symptoms](#)
- [CATT BC Mental Health Resources](#)

DID YOU KNOW?

Most concussions DO NOT include a loss of consciousness. Loss of consciousness occurs in less than 10% of diagnosed concussions.



Research and evidence on concussions is evolving and the knowledge base is continually changing. As a result, the CATT website and modules are updated on a regular basis to provide current information, tools, and resources to support concussion recognition, diagnosis, treatment, and management.

There are seven CATT online educational modules. All online educational modules are available in English and French and free-of-charge. See below to find the eLearning module most relevant to you.

CATT FOR ATHLETES

Up to 50% of sport-related concussions go unreported due to factors such as fear of losing current or future playing time, the misconception that sport-related concussion is not serious, and a fear of letting the team down.^{4,5,6}

To learn more about the importance of recognizing and reporting concussion symptoms as soon as possible, click here:

<https://cattonline.com/athlete/>



 Course link: [Athlete Course](#)

 Resource Package: [Concussion Information Package for Athletes](#)

CATT FOR COACHES

Studies have shown that 56.8% of sampled athletes would be reluctant to report a concussion due to wanting to stay in the game, and 21.9% would not report their concussion in order to avoid disappointing their coach.⁷

To learn how to support your athletes if they sustain a concussion, visit: <https://cattonline.com/coach/>

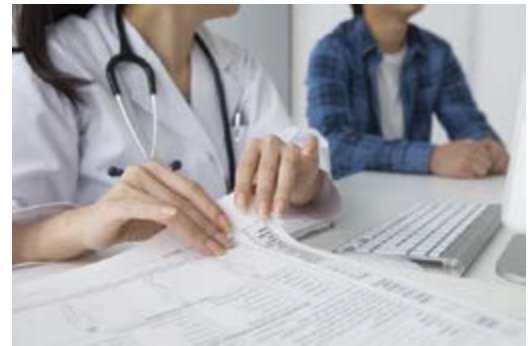


 Course link: [Coach Course](#)

 Resource Package: [Concussion Information Package for Coaches](#)

CATT FOR MEDICAL PROFESSIONALS (i.e., health care practitioners, occupational therapists, physiotherapists)

In a survey completed by 577 health care providers who treat pediatric concussion in Ontario, only 37% of physicians correctly applied graduated return to play guidelines. There was also a gap in return to learn recommendations: 53% did not recommend school absence and 40% did not recommend schoolwork accommodations.⁸



Find information on return-to-learn and return-to-activity recommendations here: <https://cattonline.com/medical-professional/>

 Course link: [Medical Professionals Course](#)


 Resource Package: [Concussion Information Package for Medical Professionals](#)

CATT FOR PARENTS/CAREGIVERS

Over 90% of parents correctly identified memory problems, disorientation, and confusion as signs or symptoms of a concussion; however, only 44% and 28% identified agitated behaviours and difficulty sleeping, respectively, as signs or symptoms of a concussion.^{9,10,11}



Learn about how to recognize signs and symptoms of a concussion here: <https://cattonline.com/parent-caregiver/>

 Course link: [Parent or Caregiver Course](#)

 Resource Package: [Concussion Information Package for Parents and Caregivers](#)

CATT FOR SCHOOL PROFESSIONALS

The signs and symptoms of a concussion often last for one to four weeks but may last longer. In some cases, students may take many weeks or months to heal. The student may find it hard to concentrate in class, may get a worse headache, or feel sick to their stomach. Return-to-school should follow a step-wise approach.¹²



To learn more about how to recognize a concussion, and the importance of a gradual return to the classroom, visit:

<https://cattonline.com/school-professional/>

 Course Link: [School Professional Course](#)

 Resource Package: [Concussion Information Package for School Professionals](#)

CATT FOR WOMEN'S SUPPORT WORKERS

Up to 92% of women survivors of intimate partner violence (IPV) may also experience traumatic brain injury (TBI), yet 75% of shelter workers have never screened a client for brain injury.¹³

Knowing the signs and symptoms can help you better support the women you serve. To learn more, visit:

<https://cattonline.com/womens-support-workers/>

 Course Link: [Women's Support Workers Course](#)

 Resource Package: [Concussion Information Package for Women's Support Workers](#)




CATT FOR WORKERS & WORKPLACES

Concussions can occur anywhere, including in the workplace. The number of time loss claims for work-related concussions increased by 371% in Ontario from 2004 to 2013. Moreover, research shows that there is a general lack of understanding about concussion and how it is managed at the workplace.¹⁴

To learn more about concussions in the workplace, and how to help your workers return safely after a concussion, visit:

<https://cattonline.com/workers-workplaces/>

 Course Link: [Workers & Workplaces Course](#)

 Resource Package: [Concussion Information Package for Workers and Workplaces](#), and [Concussion Information Package for Motion Picture, Film, and Live Performance Workers](#)



What's happening across Canada

- University of Calgary's [2021 Research and Community Engagement \(RACE\) Symposium: A focus on concussion prevention](#)
- Government of Ontario [Rowan's Law Day](#)

DID YOU KNOW?

Concussions require immediate recognition followed by 48 hours of physical and cognitive rest.



Newsletter/E-Blast Sample Message

September 26th to October 2nd is Concussion Awareness Week in BC. Concussions are a serious brain injury that require immediate medical attention. Concussions are an “invisible injury” that can happen to anyone, anytime, anywhere. The goal of Concussion Week is to raise awareness around concussions and encourage everyone to understand how to prevent, recognize, respond to and manage concussions. Learn more about concussions and how to get involved in Concussion Week at cattonline.com

Social Media Guide and Shareable Graphics

This guide is for all organizations who use social media tools or online communication media in a professional capacity, including: Facebook, Twitter, Instagram, YouTube, and blogs.

Who to follow?

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



Twitter

[@cattonline](https://twitter.com/cattonline)
[@BCIRPU](https://twitter.com/BCIRPU)
[@Preventable](https://twitter.com/Preventable)
[@SIRCTweets](https://twitter.com/SIRCTweets)



Facebook

[@cattonline](https://www.facebook.com/cattonline)
[@preventableinjuries](https://www.facebook.com/preventableinjuries)
[@SIRC Sport-Research](https://www.facebook.com/SIRC Sport-Research)



Instagram

[@Preventable.ca](https://www.instagram.com/Preventable.ca)
[@injuryresearchbc](https://www.instagram.com/injuryresearchbc)

Use Hashtags

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

[#ConcussionBC](https://twitter.com/hashtag/ConcussionBC)
[#ConcussionWeekBC](https://twitter.com/hashtag/ConcussionWeekBC)

What to Share

During Concussion Awareness Week, share:

- Key messages and recommended resources provided in this toolkit
- Local activities and resources
- Stories that resonate in your community

Below are sample posts you can use on your social media channels (Twitter, Facebook, Instagram, etc). You are also encouraged to come up with your own messages.

Sample Posts

Join us during Concussion Awareness Week, Sept 26-Oct 2 2021 by raising concussion awareness in your community. [#ConcussionBC](https://twitter.com/hashtag/ConcussionBC) [#ConcussionWeekBC](https://twitter.com/hashtag/ConcussionWeekBC)

Find out what you can do to prevent concussions in your sport or activity, and learn what to do if a concussion does happen. Don't let the risk of getting a concussion keep you out of sport and physical activity. [#ConcussionBC](https://twitter.com/hashtag/ConcussionBC) [#ConcussionWeekBC](https://twitter.com/hashtag/ConcussionWeekBC)

A concussion is a brain injury, but like other injuries, you can recover when you take the proper steps to heal. Keep it simple with the 4R's: <https://bit.ly/3iQ2SPD> #ConcussionBC #ConcussionWeekBC

Learn the signs and symptoms so you can recognize a possible concussion. Visit <https://www.cattonline.com/overview-what-is-a-concussion/> #ConcussionBC #ConcussionWeekBC

Coaches have an important role to help keep participants safe. Learn what every coach should know about concussion: <https://www.cattonline.com/coach/> #ConcussionBC #ConcussionWeekBC

See an impact to the head, neck, or body? Check for signs and symptoms of concussion. Learn what to do next at: <https://bit.ly/3yJCzQD> #ConcussionBC #ConcussionWeekBC

Do you know how to diagnose a concussion? Take our accredited e-learning module for Medical Professionals: <https://bit.ly/3iy2LZ> #ConcussionBC #ConcussionWeekBC

Concussions are one of the top five types of work-related injury claims. Take our free e-learning course for Workers and Workplaces: <https://bit.ly/3c9i1Xz> #ConcussionBC #ConcussionWeekBC

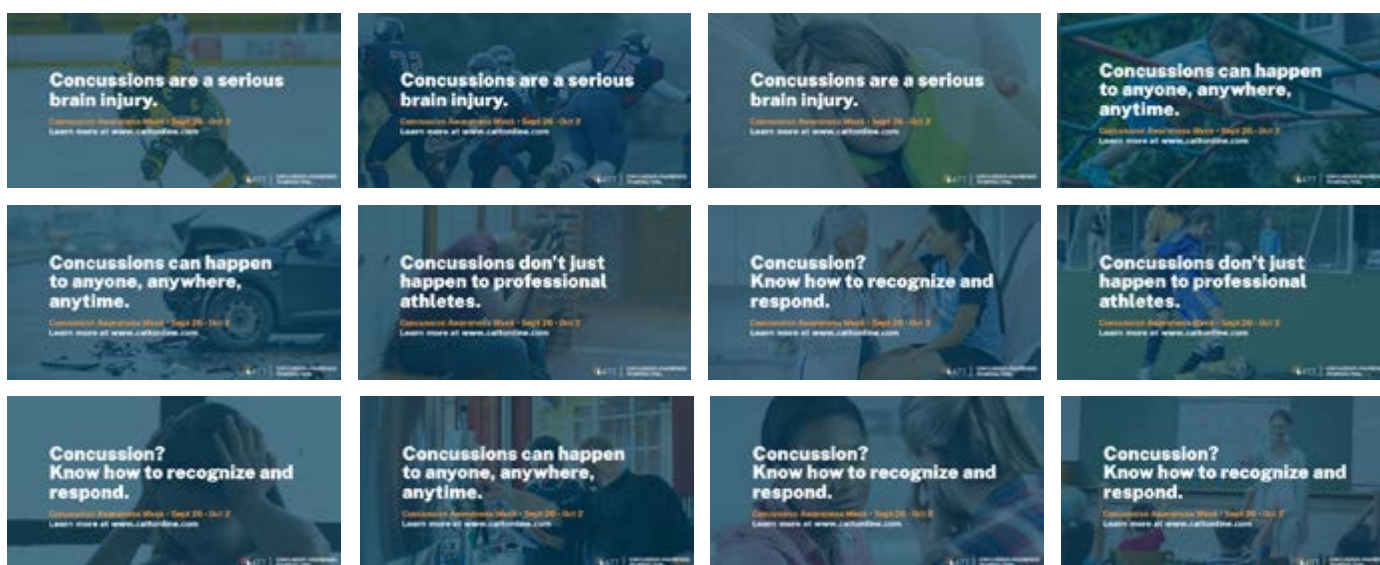
Women who experience intimate partner violence are at high risk of one or more concussions related to abuse. Learn more: <https://bit.ly/37LZiQ6> #ConcussionBC #ConcussionWeekBC

Speak up about concussion symptoms. Tell your coach or doctor if you think you might have a concussion. Visit cattonline.com to learn more. #ConcussionBC #ConcussionWeekBC

Shareable Graphics

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

Click [here](#) to download



References

- ¹ BC Injury Research and Prevention Unit. (2020). The Burden of Concussion in British Columbia. <https://cattonline.com/wp-content/uploads/2020/07/Burden-of-Concussion-in-BC-BCIRPU-2020.pdf>
- ² Public Health Agency of Canada. (2018). Baseline Survey on Understanding and Awareness of Sport-Related Concussions. <https://open.canada.ca/data/en/dataset/9f4abc1e-913d-4257-8ff1-9a4dbf89a139>
- ³ Concussion Awareness Training Tool. (n.d.). Overview: What is a Concussion? <https://cattonline.com/overview-what-is-a-concussion/>
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- ⁵ Wayment, H. A., & Huffman, A. H. (2020). The indirect influence of organizational safety climate on football players' concussion reporting intentions. *Health Education & Behavior*, 47(1), 91-100.
- ⁶ Doucette, M. M., Du Plessis, S., Webber, A. M., Whalen, C., & Garcia-Barrera, M. A. (2021). In it to win it: Competitiveness, concussion knowledge and nondisclosure in athletes. *The Physician and Sports medicine*, 49(2), 194-202.
- ⁷ Ferdinand Pennock, K., McKenzie, B., McClemon Steacy, L., & Mainwaring, L. (2020). Under-reporting of sport-related concussions by adolescent athletes: a systematic review. *International Review of Sport and Exercise Psychology*, 1-27.
- ⁸ Zemek, R., Eady, K., Moreau, K., Farion, K. J., Solomon, B., Weiser, M., & Dematteo, C. (2014). Knowledge of paediatric concussion among front-line primary care providers. *Paediatrics & child health*, 19(9), 475-480. <https://doi.org/10.1093/pch/19.9.475>
- ⁹ Feiss, R. S., Lutz, M., Moody, J. R., & Pangelinan, M. M. (2020). A systematic review of coach and parent knowledge of concussion. *Journal of Concussion*. <https://doi.org/10.1177/2059700219900053>
- ¹⁰ Mannings, Carol, Kalynych, Colleen, MSH, EdD, Joseph, Madeline, Smotherman, Carmen & Kraemer, Dale. (2014). Knowledge assessment of sports-related concussion among parents of children aged 5 years to 15 years enrolled in recreational tackle football. *Journal of Trauma and Acute Care Surgery*, 77, S18-S22. <https://doi.org/10.1097/TA.0000000000000371>
- ¹¹ Konin, J. G., & Horsley, D. (2017). Knowledge and behavioral patterns of youth ice hockey parents regarding sport concussion: a pilot study. *Internet Journal of Allied Health Sciences and Practice*, 15(2), 2.
- ¹² Parachute. (2019). Concussion guide for teachers. Retrieved from <https://parachute.ca/wp-content/uploads/2019/06/Concussion-Guide-for-Teachers.pdf>
- ¹³ Supporting Survivors of Abuse and Brain Injury through Research (SOAR). (2020). Moving ahead worker's guide to brain injury in intimate partner violence. Retrieved from https://ubc.ca1.qualtrics.com/CP/File.php?F=F_etfq0CxJXoowCnb
- ¹⁴ Canadian Centre for Occupational Health and Safety. (2015). Heads up: What you need to know about concussion in the workplace. *Health and Safety Report*, 13(5), 1-4.



Canada
Province of British Columbia
A Proclamation

ELIZABETH THE SECOND, by the Grace of God, of the United Kingdom,
Canada and Her other Realms and Territories, Queen, Head of the
Commonwealth, Defender of the Faith

To all to whom these presents shall come – Greeting

WHEREAS concussion—a significant health concern affecting British Columbians of all ages—can occur in diverse settings and as a result of different causes, including from a fall, a collision involving a vehicle, a blunt object injury, a workplace injury, a sport-related activity, intimate personal violence, physical abuse or violent crime, and

WHEREAS concussions can have serious impacts on the health and future well-being of children and youth, who are at higher risk of experiencing concussions from sport and recreational activities, generally take longer to recover and may acquire injuries that permanently change the way they talk, walk, learn, work or interact with others, and

WHEREAS early recognition of concussion symptoms is critical to ensure that the injured person receives timely medical treatment and management, including appropriate return to activity afterwards for sport, recreation or learning at school, and

WHEREAS appropriate and timely concussion management is crucial for recovery and personal safety, particularly for children and youth, and there is considerable risk that, unless appropriate time is taken to recover from a concussion, serious injury, disability or death could occur, and

WHEREAS British Columbia's Ministry of Health and Ministry of Tourism, Arts, Culture and Sport are collaborating with multi-sector partners and other levels of government across Canada to recognize the first National Concussion Awareness Week in 2021, in order to raise public awareness on how to prevent, recognize and manage concussions, including by promoting the use of the free online Concussion Awareness Training Tool (CATT);

NOW KNOW YE THAT We do by these presents proclaim and declare that September 26 to October 2, 2021, shall be known as

“Concussion Awareness Week”

in the Province of British Columbia.

IN TESTIMONY WHEREOF, We have caused these Our Letters to be made Patent and the Great Seal of Our Province of British Columbia to be hereunto affixed.

WITNESS, The Honourable Janet Austin, Lieutenant Governor of Our Province of British Columbia, in Our City of Victoria, in Our Province, this fifth day of August, two thousand twenty-one and in the seventieth year of Our Reign.

BY COMMAND.

Attorney General and
Minister Responsible for Housing
(counter signature for the Great Seal)

Lieutenant Governor