



Join us in celebrating March Brain Injury Awareness Month

For the first time, in 2018, the **National Association of State Head Injury Administrators** (NASHIA) developed a two-year national theme for promotion of March Brain Injury Awareness Month and provided materials, including a logo, that its members and partners may use to promote awareness. The theme, *Uniting for Brain Injury*, symbolizes that as a national organization with state and local membership, together we are promoting awareness. The theme and logo will be available for use on our website www.nashia.org. If you wish to customize the logo so that your state shows in the background, please contact Susan Vaughn at publicpolicy@nashia.org. The logo was developed by NASHIA member, Nancy Noha (NE).

NASHIA Promotes Awareness by:

- √ Providing a toolkit at www.nashia.org for members to use.
- √ Providing members with personalized tent cards with logo, which can be printed featuring your state.
- √ Publishing a weekly *Spotlight* during the month of March featuring state services and personal stories of individuals with brain injury and their families. (*Have a story or message to share, please send.*)
- √ Participating in and sponsoring Congressional Brain Injury Task Force Awareness Day events in Washington, D.C.

Suggestions for Promoting Awareness in States:

- Place the NASHIA table tent, “I’m United for Brain Injury”, or something similar, on your desk at work.
- Give a short presentation during a staff meeting about brain injury and March Awareness Month.
- Add “Uniting for Brain Injury: March Brain Injury Awareness Month” logo (or your own tagline) to your email signature.
- Place a poster or materials on the bulletin board in your office break room.
- Place an article in your department or division’s newsletter, if you have one, and/or ask if March Brain Injury Awareness Month can be added to your agency’s website.
- Circulate a flier or materials among other state agencies, such as intellectual/developmental disabilities, mental health, juvenile justice/corrections, Special Health Care Needs; Vocational Rehabilitation, noting March Brain Injury Awareness Month.
- Develop a “press release” calling attention to the month and upcoming activities, such as a conference or an advisory council/board meeting.
- Schedule presentations on brain injury and your state’s resources at other agencies meetings/conferences, such as the state Developmental Disabilities Conference, State Independent Living Council, and state Assistive Technology Council.
- Ask a lawmaker to speak about brain injury on the House/Senate floor. An advisory council/board member or other family advocate may be able to do that if a state worker is unable.
- Tweet! Blog! Social media is a popular way to disseminate messages.
- Ask family members, individuals, professionals and others to write a “letter to the editor” or op-ed about brain injury, the incidence, causes and impact on the individual, family and community.

The National Association of State Head Injury Administrators assists State government in promoting partnerships and building systems to meet the needs of individuals with brain injuries and their families.