



BRAIN INJURY AWARENESS MONTH CAMPAIGN

#ChangeYourMind

2018 – 2020

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1 INTRODUCTION

The Brain Injury Association of America (BIAA) leads the nation in observing Brain Injury Awareness Month by conducting an awareness campaign in March each year. The theme for the 2018 to 2020 campaign is **Change Your Mind**.

1.1 PURPOSE

The #ChangeYourMind campaign provides a platform for changing common misconceptions about brain injury; educating the public about the incidence of brain injury and the needs of individuals who are injured and their families; and offers tools and information for anyone to advocate for access to care after brain injury.

#ChangeYourMind serves as a call to action for everyone, everywhere to join the Brain Injury Association in achieving two important goals:

- Increase awareness and understanding of brain injury and the Brain Injury Association
- Improve care and support for individuals with brain injury and their families

The #ChangeYourMind theme builds on the success of the previous campaign (#NotAlone) by encouraging participation and setting the stage for strong messages over the next three years.

See Section 3.2 for key messages in 2018.

1.2 AUDIENCE

#ChangeYourMind targets the following audiences:

- People who have sustained brain injury
- Family members & caregivers
- Medical community (clinicians, allied health professionals, researchers, direct care staff)
- Policymakers (state and federal legislators, regulators)
- Opinion leaders (the press, bloggers)

1.3 PARTICIPANTS

BIAA's chartered state affiliates, corporate partners, and related agencies and organizations conduct the #ChangeYourMind campaign at the state and local levels. Individuals with brain injury, family members, and professionals who provide research, treatment, and services may also use campaign materials to increase awareness and understanding of brain injury in their own communities.

1.4 CAMPAIGN DURATION

The campaign will last for three years – from 2018 to 2020. Although designed for use in March, awareness efforts related to #ChangeYourMind can and should continue throughout the year.

1.5 SCOPE

The Brain Injury Association of America designed the #ChangeYourMind campaign to include the many causes and types of brain injury, to be demographically diverse, and to be flexible enough to accommodate multiple messages by different users.

1.6 BIAA CONTACT

For questions about the campaign content or usage, please call Will Dane, BIAA's public affairs manager, at (512) 987-0101 or email wdane@biausa.org.

2 CAMPAIGN ACTIVITIES

The campaign lends itself to multiple communications strategies, including public events and message dissemination through print and electronic channels. Here are some ideas:

- Before you do anything, check to see if there is a chartered affiliate of BIAA in your state at <https://www.biausa.org/find-bia>. If your state has a BIAA affiliate, connect with them to see what they are planning and how you can get involved.
- Host an event to mark Brain Injury Awareness Month. Your events can be educational or social/recreational. The event may serve as an opportunity to remember someone lost to brain injury or to celebrate a loved one's survival while helping increase awareness in your community.
- Contact civic clubs, such as Lions, Kiwanis, Civitan, Rotary International, Jaycees, or Junior League, and offer to be a speaker at their March meetings. Individuals who have survived brain injuries and family caregivers can be compelling communicators who put a face on the lives of people with brain injuries and are sure to inspire civic club members to action.
- Use the home page of your website and/or use your social networks (Twitter, Facebook, Instagram, Google+, LinkedIn, Pinterest, etc.) to remind everyone "March is Brain Injury Awareness Month." (See samples in Section 6, and download graphics from <http://www.biausa.org/ChangeYourMind>.)
- Reach out to others in your community to spread the word about brain injury:
 - Send a press release to local newspapers (see Section 6.5);
 - Submit an op-ed column or letter to the editor about Brain Injury Awareness Month (see Section 6.6);
 - Send a script for a radio PSA or our pre-recorded PSA, to your local stations asking them air it during March. Be sure to include a cover letter with information about brain injury, your BIAA affiliate, and why your community should be more aware of brain injuries (see Section 7);
 - Pitch a creative story about people living with brain injury who are contributing to the community in ways that others may not realize. Be sure

- to include quotes and photos (or offer to have photos taken) of the subjects of the stories to make them more compelling; and/or
- Contact producers of local public affairs radio and television programs and invite them to devote a program or segment to people with brain injuries in their communities.
- Take action. Some examples:
 - Tell the next person you see that March is Brain Injury Awareness Month and explain why you care;
 - Invite a guest to your support meeting; and/or.
 - Participate in or host a Brain Injury Awareness Month event in your community.

Tell us about your outreach activities in the Community section of BIA's website at <https://www.biausa.org/brain-injury/community>.

3 THEME, SLOGANS & KEY MESSAGES

The theme for the 2018 to 2020 campaign is **Change Your Mind**.

3.1 CAMPAIGN SLOGANS

Any of the following slogans are appropriate to use:

- ✓ Change your mind.
- ✓ Change your mind about brain injury.
- ✓ Join us in changing minds.
- ✓ We are changing minds.

3.2 KEY MESSAGES

Campaign participants are encouraged to incorporate one or more of the following key messages (detailed below) in their communications.

Sample Messaging

- **Change Your Mind Collateral Messages (2018)**
 - **DID YOU KNOW?** A concussion is a brain injury.
 - **DID YOU KNOW?** A stroke is a brain injury.
 - **DID YOU KNOW?** Comprehensive, intensive rehabilitation is the standard of care after brain injury.
 - **DID YOU KNOW?** Brain injury changes the way you think, act, move and feel.
 - **DID YOU KNOW?** People with brain injury want what you want: a good job, a nice home, and someone to love.
 - **DID YOU KNOW?** Not everyone dies from an overdose; some people live with a brain injury.
 - **DID YOU KNOW?** Opioids don't always kill you, but they always fry your brain.
- **Connect**
 - Learn More
 - Spread the Word
 - Join Us
 - Support Us

- **Get Help Today**

- Find information, resources, and support by contacting the National Brain Injury Information Center at 1-800-444-6443.
- Seek treatment and services on BIAA's website at <https://www.biausa.org/find-bia>

- **Give Hope to Others**

- Show there is life after brain injury by sharing your personal story with us.
- Share and celebrate your successes. Tell your story.
- Offer your support. Donate now.

3.3 CAMPAIGN WEBSITE

Affiliates may download templates of collateral and other materials directly from the Affiliate STAR Site. The Change Your Mind campaign website is <http://www.biausa.org/ChangeYourMind>.

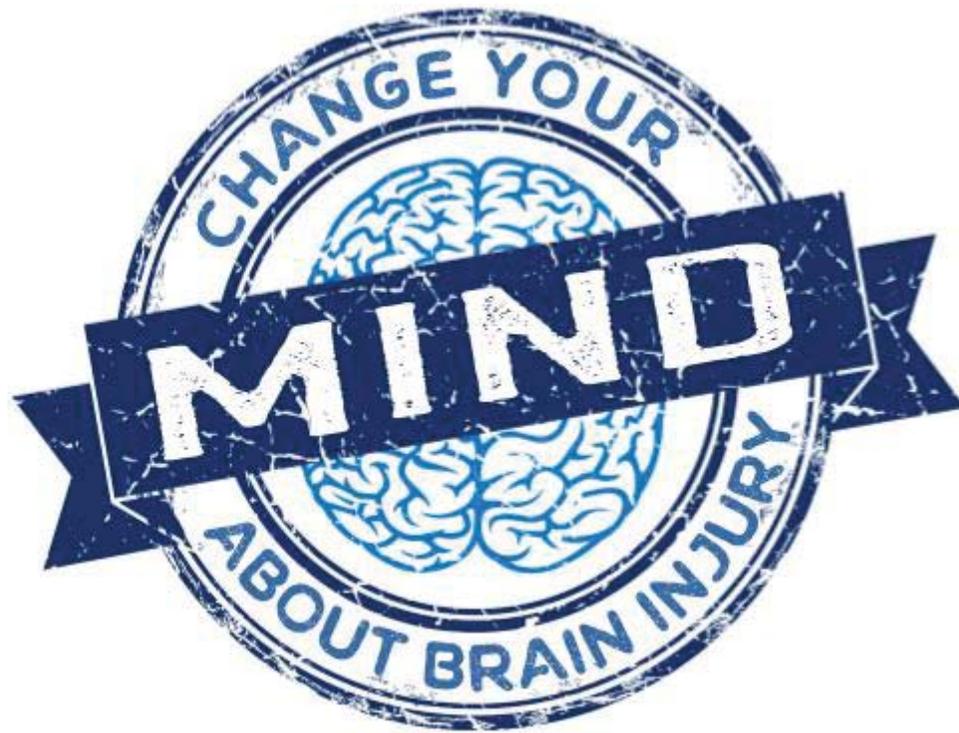
3.4 CAMPAIGN HASHTAG

A hashtag consists of a number sign (#) added at the beginning of a word or an unspaced phrase to form a label. We use the hashtag to view and track similarly tagged messages across all social media platforms.

The hashtag for the 2018 – 2020 campaign is **#ChangeYourMind**.

See Section 6 for sample social media messaging and use of the hashtag.

3.5 CAMPAIGN STAMP



The Change Your Mind stamp will serve as an accessible graphic for advocates, volunteers, supporters, and others engaging with the campaign online. It will be available for download and use on social media and featured on campaign graphics. A version of the stamp is available for the Facebook Profile Photo Frame feature, as well.

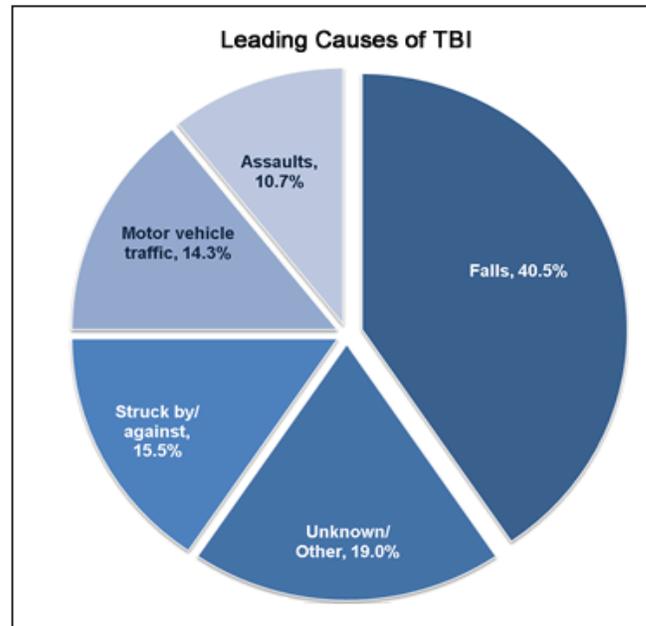
4 SUPPORT FOR KEY MESSAGES

4.1 BRAIN INJURY FACTS AND STATISTICS

- Every 9 seconds, someone in the United States sustains a brain injury
- Comprehensive, intensive rehabilitation is the only standard of care after brain injury.
- More than 3.5 million children and adults sustain an acquired brain injury (ABI) each year.
- An ABI is any injury to the brain that is not hereditary, congenital, degenerative, or induced by birth trauma.
 - Typical causes of ABI include:
 - Electric Shock
 - Infectious Disease
 - Lightning Strike
 - Near Drowning
 - Oxygen Deprivation (Hypoxia/Anoxia)
 - Seizure Disorders
 - Stroke
 - Substance Abuse
 - Toxic Exposure
 - Trauma
 - Tumor
- Nearly 13 million Americans are living with the effects of brain injury.
- The number of people who sustain brain injuries and do not seek treatment is unknown.
- Skyrocketing opioid overdose rates cause more and more brain injuries. Not everyone dies from an overdose; some people live with a brain injury.
- Opioids don't always kill you, but they always fry your brain.

- There are many causes of TBI:
 - Falls – 40.5%
 - Struck by/against – 15.5%
 - Motor vehicle – 14.3%
 - Assaults – 10.7%
 - Unknown – 19%

* Based on most recent CDC Surveillance Data



- When someone sustains a brain injury, many people are affected:
 - Survivors and their parents, spouses, siblings, extended families, and friends
 - Healthcare providers, including surgeons, physicians, counselors, rehab therapists, social workers, and personal care attendants
 - Insurance companies that issue auto accident, individual, and group health, disability, life and re-insurance policies
 - Attorneys of all types, including those who handle personal injury, insurance and disability claims, civil rights/discrimination, domestic actions, wills, estates, and trusts
 - Educators at every level, but especially special education teachers and those who prepare America’s future healthcare workforce
 - Government agencies that administer health and social programs such as Medicare, Medicaid, State Children’s Health Insurance Program (SCHIP), Supplemental Nutritional Assistance Program (SNAP), vocational rehab
 - Employers of all types

4.2 HELP IS AVAILABLE

Here are some examples of resources and help available:

- Call the National Brain Injury Information Center at 1-800-444-6443.
- Learn more about brain injury by visiting BIAA online at www.biausa.org.
- Find help near you <https://www.biausa.org/find-bia>.

- Engage with others who have faced the consequences of brain injury by reading Personal Stories at <https://www.biausa.org/brain-injury/community/personal-stories>.
- BIAA's Preferred Attorneys are available to help with your legal issues. <https://www.biausa.org/professionals/preferred-attorneys>
- Learn about research being conducted across the country: <https://www.biausa.org/professionals/research>

5 QUOTES ABOUT THE CAMPAIGN

Feel free to use the following quotes in your communications or modify them and attribute them to leaders in your organization:

“The only standard of care after brain injury is comprehensive intensive rehabilitation.”

– *Brent Masel, M.D.*
National Medical Director
Brain Injury Association of America

“Through this awareness campaign, the Brain Injury Association of America is empowering people with brain injuries and their families to change minds about brain.”

– *Douglas L. Brewer*
Chairman, Board of Directors
Brain Injury Association of America

“People with brain injuries want the same things we all want: a good job, a nice home, someone to love, and fun in their lives. By joining with the Brain Injury Association in this campaign, Americans will #ChangeYourMind about brain injury.

– *Susan H. Connors*
President and CEO
Brain Injury Association of America

6 SAMPLE COMMUNICATIONS

Campaign participants are encouraged to use the samples and templates found in this guide throughout the month of March. Please be sure to use the campaign hashtag #ChangeYourMind in social media posts so we may track campaign engagement.

6.1 SOCIAL MEDIA POSTS (FACEBOOK, LINKEDIN, INSTAGRAM, TWITTER)

Post two messages per week and include a photograph if possible. You can download the #ChangeYourMind stamp from BIAA's website (www.biausa.org/ChangeYourMind) or embed it in your Facebook profile.

BIAA Awareness Month Social Media Focus

Participate in the discussion! Join BIAA on social media each week throughout March to discuss the following topics:

- Week 1 (March 1 -2, 2018)
 - Brain Injury Awareness Month Launch
- Week 2 (March 5 – 9, 2018)
 - Causes of Brain Injury
- Week 3 (March 12 – 16, 2018)
 - Impact of Brain Injury
- Week 4 (March 19 – 23, 2018)
 - Being an Advocate
- Week 5 (March 26 – 30, 2018)
 - Caregiver Support

Social Media Sample #1

March is Brain Injury Awareness Month. Help raise awareness about brain injury by spreading the word in your community. Send a letter to the editor, post awareness flyers, and ask your local or state representatives to recognize March as Brain Injury Awareness Month. Share this message and join us in changing minds about brain injury. #ChangeYourMind

[Link to awareness month section of your website or directly to www.biausa.org/ChangeYourMind]

Social Media Sample #2

More than 2.8 million Americans sustain traumatic brain injuries in the U.S. each year. More than 5.3 million Americans are living with TBI-related disabilities at a cost of more than \$76 billion each year.

March is Brain Injury Awareness Month. Spread the word by liking and sharing this message. #ChangeYourMind

[Link to awareness month section of your website or directly to www.biausa.org/ChangeYourMind]

Social Media Sample #3

Comprehensive, intensive rehabilitation is the standard of care after brain injury. The Brain Injury Association of [State] is here to assist individuals and families who experience the life changing, sometimes devastating, effects of brain injury. Call 1-800-444-6443 to speak with compassionate, knowledgeable brain injury specialists who can assist in locating support services critical to recovery.

March is Brain Injury Awareness Month. Spread the word by liking and sharing this message. #ChangeYourMind

[Link to awareness month section of your website or directly to www.biausa.org/ChangeYourMind]

Social Media Sample #4

The 13 million Americans living with brain injuries want what we all want: a good job, a nice home, someone to love, and fun in their lives. They want to be defined by who they are as people, not by their injuries. You can help. Join us in #ChangingMinds about brain injury.

[Link to awareness month section of your website or directly to www.biausa.org/ChangeYourMind]

6.2 TWITTER

Campaign participants are encouraged to post at least two tweets per week and to include a photograph if possible. Remember that tweets cannot be longer than

280 characters, including spaces. Twitter “shorthand” is a great tool to shorten messages.

You can shorten messages here: <http://www.dummies.com/how-to/content/use-twitter-shorthand.html>.

To increase the number of people who see your message, try tweeting to targeted groups (media outlets, elected officials, etc.) using their Twitter handles. *Ex. @SpeakerRyan March is Brain Injury Awareness Month. Join us in changing minds nationwide by XXX...XXX...XXX. #ChangeYourMind*

Sample Tweet #1

March is Brain Injury Awareness Month. Learn more about people with brain injuries by reading this fact sheet. #ChangingYourMind. [\[Link to awareness month section of your website\]](#)

Sample Tweet #2

March is Brain Injury Awareness Month. Comprehensive, intensive rehabilitation is the standard of care after brain injury. #ChangeYourMind
Learn more at www.biausa.org/ChangeYourMind.

Sample Tweet #3

Don't forget! March is Brain Injury Awareness Month. Get information about brain injuries at www.biausa.org. #ChangeYourMind

Sample Tweet #4

Speak up. Speak out. Spread the word. March is Brain Injury Awareness Month. Please RT to help us #ChangeYourMind all month long. [\[Link to awareness month section of your website\]](#)

Sample Tweet #5

Every 9 seconds someone in the U.S. sustains a brain injury. Spread the word that March is Brain Injury Awareness Month. #ChangeYourMind at www.biausa.org

6.3 INSTAGRAM

Campaign participants are encouraged to post photos & videos of themselves, their families, co-workers, and others in the community. Find creative ways to show how brain injury affects everyone or how you make a difference in the lives of people with brain injuries. Use the sample tweets above for messaging. Connect Instagram with Facebook and Twitter to share your message across multiple social media accounts.

6.4 BLOGS & PERSONAL STORIES

BIAA's Personal Stories are an excellent place to share your unique story with others in the brain injury community, as well as to gain perspective on the injury from others. Users are also able to register and comment/engage on others' stories!

Read Personal Stories at www.biausa.org/Community.

6.5 PRESS RELEASE

Target your press release to local media outlets likely to cover events of your activities during Brain Injury Awareness Month. Check the outlet's website for contact information and address your release, with a short cover letter/email, to the editor of the department you wish to reach. For example, if your release is about an awareness event, the community relations desk is most likely to publish it. If the mayor or governor is issuing a proclamation, the politics desk is the better choice.

More frequently, video is taking the place of the traditional press release. Media – especially online sources – appreciate video content (even raw/unedited). Consumers are more likely to engage or read a piece with video content, and the traction takes the message further than a traditional story. Another option may be to create a video telling your story. At a minimum, video content is 12x more likely to be shared on social media than a post with text and an image!

Sample Press Release

FOR IMMEDIATE RELEASE

Date

Contact: Name
Phone Number(s); email

MARCH IS BRAIN INJURY AWARENESS MONTH
Brain Injury Continues to be Leading Cause of Death, Disability Nationwide

City/Town, Date – March is Brain Injury Awareness Month, a time to recognize and support the millions of Americans who live with brain injuries.

More than 2.8 million people in the United States sustain traumatic brain injuries (TBI) in the U.S. each year, and 1 million more experience strokes and other acquired brain injuries. Statistics released in 2011 by the Centers for Disease Control and Prevention (CDC) indicate brain injury-related disabilities cost at least \$76 billion each year in the United States.

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.

Each year, the Brain Injury Association of [State] assists individuals and families who experience the life changing and devastating consequences of brain injury. Callers to our National Brain Injury Information Center (1-800-444-6443) talk with compassionate, knowledgeable specialists who assist in locating rehabilitative, legal, financial, and other support services critical to maximizing recovery.

More information on Brain Injury Awareness Month, including informational materials to help raise awareness about brain injuries, is on the Brain Injury Association of [State] website at [BIAA affiliate website or <http://www.biausa.org>].

[Include a quote from a person with a brain injury or family member about his or her story, highlighting the importance of adequate care and rehab in your state/community.]

6.6 LETTER TO THE EDITOR

To ensure the best chance of having your letter to the editor published, check the publication's website for guidance on format, length, submission deadlines, and preferred method(s) of submission.

Date

To [*the Editor*]:

March is Brain Injury Awareness Month. 2.8 million Americans sustain traumatic brain injuries (TBI) in the U.S. each year, and more than one million more experience another form of acquired brain injury (ABI).

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 seek to be defined by who they are as people, not by their injuries. With proper acute care, early comprehensive and intensive rehabilitation, and sufficient long-term supports, these individuals and their families can successfully face the challenges each day brings.

I am proud to join with the Brain Injury Association of America and advocates across the country to celebrate March as Brain Injury Awareness Month. This is an opportunity for us to band together and change minds about brain injury!

[Insert a message from you that explains your connection to brain injury and why it is important to raise awareness.]

You can help change minds about brain injury by supporting research and treatment, hosting or participating in a brain injury awareness event in your community, or speaking to your elected officials about issues affecting people with brain injuries. Visit [BIAA affiliate website or <http://www.biausa.org>] to learn what else you can do to raise awareness about the impact of brain injury.

[NAME

EMAIL, PHONE, ADDRESS]

7 PUBLIC SERVICE ANNOUNCEMENTS

7.1 GETTING A PUBLIC SERVICE ANNOUNCEMENT ON THE AIR

Different stations have different policies for PSAs. Some stations accept pre-recorded PSAs while others will only accept a script. Find out ahead of time what the requirements are for your local station(s). If you are sending large files via email, consider using a service such as Hightail.com or Dropbox to ensure delivery.

BIAA has pre-recorded public service announcements (PSAs) for use during Brain Injury Awareness Month and throughout the year. Download the audio files from BIAA's website at www.biausa.org/ChangeYourMind and send them by email or on a memory stick to your local radio station. It is important to include a cover letter requesting that they add the PSAs to their rotation. Copy and paste the sample scripts below to send with your request. You may also ask if a local on-air personality is willing to record announcements on your behalf.

7.2 PSA TRANSCRIPTS

PSA Transcript #1 Awareness Month (15 Seconds)

March is Brain Injury Awareness Month. Did you know a concussion is a brain injury? Learn more about mild injuries online at biausa.org or by dialing 1-800-444-6443. That's 1-800-444-6443.

PSA Transcript #2 All Year (15 Seconds)

If you've experienced a brain injury, we are here to help. Speak with a brain injury expert by contacting the Brain Injury Association **today** at 1-800-444-6443. That's 1-800-444-6443. You may also visit us on the web at www.biausa.org.

PSA Transcript #3 Awareness Month (30 Seconds)

Comprehensive intensive rehabilitation is the **standard of care** after brain injury. Join the Brain Injury Association in changing minds about brain injury. Dial 1-800-444-6443 or visit biausa.org to learn more about brain injury.

PSA Transcript #4 All Year (30 Seconds)

A brain injury can change the way you think, the way you act, the way you move, and the way you feel. More than 3.5 million children and adults sustain brain injuries in the U.S. each year. For help, call the Brain Injury Association at 1-800-444-6443 or visit us on the web at www.biausa.org.

PSA Transcript #5 Awareness Month (30 Seconds)

The Brain Injury Association wants to remind you that March is Brain Injury Awareness Month. For information about how you can help us *change minds about brain injury*, visit biausa.org. That's biausa.org.

PSA Transcript #6 All Year (30 Seconds)

Imagine not knowing the difference between a hairbrush, a toothbrush, or a paintbrush; or forgetting which goes on first, your shoes or your socks. More than 3.5 million children and adults sustain brain injuries in the U.S. each year. If you or someone close to you has experienced a brain injury, get the help you need today. Call the Brain Injury Association at 1-800-444-6443, or visit us on the web at www.biausa.org.

7.3 SAMPLE EMAIL TO RADIO STATION

Even if you have already talked to someone from the station on the phone or in person, take time to write an email message when you send your PSAs. Make sure to mention previous conversations with the contact and any specific air times discussed. List all items attached to the email. Most important, be appreciative!

Subject: PSA for Brain Injury Awareness Month

Dear [contact]:

As we discussed in our telephone conversation on _____[DATE], attached please find audio files for:

- Two 15-second spots
- Four 30-second spots

For your reference, I have also attached copies of the scripts for the recorded spots.

Thank you for taking the time to explain your station’s policies and requirements on submitting public service announcements when we spoke. I look forward to hearing the first of our PSAs on _____. If I am mistaken about this date, please let me know.

Your support will have a significant impact on the lives of people with brain injuries in our community. Again, thank you very much for your assistance and guidance in getting these important messages on the air.

Sincerely,

Name

Brain Injury Association of [State]

Attachments:

- *PSAs (6 audio files)*
- *PSA scripts (1 page)*

8 POSTERS & FLYERS

BIAA has created flyers and posters for use during Brain Injury Awareness Month and throughout the year. Download PDF files of these materials from BIAA's website at www.biausa.org/ChangeYourMind.

BIAA affiliates are authorized to personalize the flyers and posters as follows:

- Replace the universal BIA logo with the approved BIA logo for your state in the same location;
- Recognize Awareness Month sponsors by inserting their names or logos in the open space adjacent to your logo.

Instructions for personalization and affiliate versions of awareness collateral are available in the STAR Site.

To log-in to BIAA's STAR site:

1. Go to www.biausa.org
2. Select "Log In" from the top toolbar
3. Enter your Username & Password
4. Select "Awareness & Communications" from the menu in your account.

9 PROCLAMATIONS & RESOLUTIONS

Proclamations and resolutions are excellent ways to promote brain injury awareness during the month of March. Campaign participants can ask their governors and mayors to designate or proclaim March as Brain Injury Awareness Month. Campaign participants can also ask state legislators to introduce a resolution recognizing Brain Injury Awareness Month.

Visit www.biausa.org/ChangeYourMind to download a sample proclamation for Brain Injury Awareness Month.

9.1 STEPS TO OBTAINING A PROCLAMATION

Governors, mayors, and county executives around the country may issue proclamations and arrange special events or ceremonies to promote March as Brain Injury Awareness Month on a statewide basis or at the city level. Check the websites for your elected officials to determine if there are specific instructions available. Otherwise, call the office and speak to the person who is in charge of proclamations to find out what the process is for obtaining a proclamation. Explain that you have a template they can use, fact sheets, and other materials available. Let the official know that his/her involvement in Brain Injury Awareness Month is greatly appreciated and makes a huge difference in our goal of changing minds about brain injury.

If your elected official agrees to issue the proclamation, request an announcement via his/her press office, during a regular news conference, or at a signing ceremony. Should your elected official agree to hold a proclamation ceremony, determine the location, the number of people who can participate, and how to notify the media. Once the details are arranged, send a follow-up letter or email to confirm the event. Offer to provide his/her staff with a sample press release and informational packet on brain injury.

Be aware that elected officials may have designated days of the month for proclamation signings and there may be certain limits on the number of attendees and speakers. It also may be acceptable to present a T-shirt, poster, or other inexpensive item pertaining to brain injury to the official. Proclamation

signings may have to be scheduled well in advance, so it is wise to seek a proclamation as soon as possible in order to have one issued by March.

Plan to distribute an advisory to your local media one week before the proclamation. Use the promotional materials in this guide. Make sure you greet the media representatives who attend and write down their names and publications for follow-up purposes. Also, plan to take pictures, if possible, for distribution to print media and to post on your website. Be sure to identify all persons in the photos.

After the proclamation, follow up with thank-you letters to the elected officials and other participants. Be sure to send thank-you messages to media representatives who came to the event or developed a story. You may feature the proclamation signing in your newsletter, website, and social networking sites.

9.2 STEPS TO OBTAINING A RESOLUTION

A state representative may offer a House of Representatives resolution, or a state senator may offer a Senate resolution. Depending on the rules, this may require the introduction of the resolution in the respective body, a committee hearing, and passage on the floor. In some states, this may be called a courtesy resolution. A state representative or senator may also introduce a concurrent resolution, meaning both houses adopt the same resolution.

To obtain a resolution, you may ask your state representative or senator to introduce one, and offer to provide the text of the resolution. If you are planning an advocacy day, you may request that the resolution is adopted while advocates are at the state capitol. This presents an opportunity to meet with the resolution sponsor(s) and have pictures taken. You may offer to issue a press release featuring the sponsor and the importance of the resolution.

After the resolution is adopted, circulate thank-you letters to the sponsor(s) and other participants and any media representatives who covered the story. Be sure to feature the resolution and sponsor(s) in your newsletter, on your website, and on your social networks.

10 LICENSE TO USE CAMPAIGN MATERIALS

BIAA hereby grants a free, non-transferable, non-exclusive limited license to all campaign participants to use without modification the theme, slogans, key messages, hashtags, trademarks, and copyrighted materials developed for the 2018-2020 Brain Injury Awareness Month Campaign.

All use of the Brain Injury Awareness Month Campaign marks and materials shall be of a high quality that is consistent with BIAA's good public image. The marks and materials may not be in any manner that, in the sole discretion of BIAA:

- Discredits BIAA or its chartered affiliates or tarnishes their reputation and goodwill
- Is false or misleading
- Violates the rights of others
- Violates any law, regulation or other public policy
- Mischaracterizes the size, scope, or magnitude of brain injury as a public health problem.

If BIAA reasonably believes that any such use will bring disrepute to BIAA, its chartered affiliates or other campaign participants, then upon notice from BIAA, the campaign participant shall immediately discontinue said usage.

For questions about content or usage, please contact Will Dane, BIAA's public affairs manager, at (512) 987-0101, or by email wdane@biausa.org.