

How Can You “Start the Conversation” Around Concussion Awareness?

As we prepare for National Concussion Awareness Day on Friday, September 20, we want to make sure that our CAN Champions are well-equipped with the information and resources needed to start the conversation with their friends, families, and communities.

First, we invite you to become a Concussion Awareness Now (CAN) Champion if you aren't already. Better yet: ask your friends and family to join you! Set a goal to invite five people you know and help us grow our base before National Concussion Awareness Day. Being a CAN Champion means you'll always have access to the latest CAN news, events, and opportunities. [Join our cause here.](#)

Next, plan the way you'll start the conversation around concussion awareness. We've outlined a list of ideas both big and small to get you started:

Offline Opportunities

- **Commit to talking to one friend or family member.** Maybe it's your sister who plays sports, or a friend who's planning a hike. No matter who the person may be, make it a goal to talk to someone important in your life about what a concussion actually is, what the signs are, and what to do if they think they might have one. Read up on the answers to all of those questions on the [CAN website](#).
- **Plan an in-person event.** From a low-key community discussion to a more robust event featuring concussion experts in your community and other activities, an event is a great opportunity to get a bunch of people together to learn more about concussions. If you're considering an event, we have an entire Event Planning resource to get you started!
- **Ask to hang posters and leave behind resources.** Your doctor's office, favorite grocery store, your local library, your gym, your bank—these are all places where many people go on a daily basis. The CAN website has several options for posters and information sheets, [so be sure to check those out.](#)

Online Opportunities

- **Share how you're “starting the conversation” on social media.** Download one of these posters, fill it out with the reason why concussion awareness is important to you, snap a selfie, and post it on your social media channels.
- **Plan a digital event.** If you or someone you know has been affected by a concussion, consider partnering with them to have a conversation through a “broadcast” on Instagram, Facebook, or even LinkedIn. Personal stories create even more connection. Be sure to tag Concussion Awareness Now on [Facebook](#), [Instagram](#), or [LinkedIn](#), and use the hashtags #StartTheConversation and #ConcussionAwarenessNow.
- **Consider fundraising to support concussion awareness and encourage people to donate to the Brain Injury Association of America (BIAA).** The Brain Injury Association of America is the co-chair of the Concussion Awareness Now coalition and together, we work to reach the public, healthcare professionals, survivors, caregivers, and others with ongoing information, support, and resources. With your help, we can do more to spread the word.