



Wear a Helmet Day

School Information Package & ABI Fact Sheet

Thank you to all participating schools and teachers for supporting the **“Wear a Helmet Day”** School Campaign! We are so grateful to you for the time and energy you put into making the event a great success!

Funds raised through the **“Wear a Helmet Day”** School Campaign stay in your region to fund programs and events that offer support to brain injury survivors and their families. As well, the funds support education and awareness campaigns in an effort to prevent brain injuries. The **“Wear a Helmet Day”** School Campaign is a BrainLove Program.

Organizing a **“Wear a Helmet Day”** is fun and easy!

- Contact your region's Brain Injury Association
- Display the **“Wear a Helmet Day”** Posters in your school
- Choose a day to hold a **“Wear a Helmet Day”** at your school
- Provide Teachers with Pledge Sheets & Helmet Safety Info Sheet
- Ask Teachers to distribute the above items to students
- Collect Students Pledge Sheets and money in the envelopes provided
- Connect with your region's Brain Injury Association & a representative will collect the envelopes on _____.

Campaign Package:

- Posters
- Lessons and Activity Manual for Teachers
- Helmet Fact Sheet
- Pledge Sheet & Message to Parents (Contact your region's Brain Injury Association)
- Collection Envelopes



Organize a **“Wear a Helmet Day”** School Campaign & make a positive difference in your community! Schools that participate in a Lesson/Activity from the Manual & raises pledges will receive a couple of [Helmets to give away!](#)



ABI FACTS

Acquired Brain Injury (ABI) is the leading cause of death and disability in children and young adults worldwide.

Approximately 70% of survivors are between ages 18 and 28. Males are twice as likely as females to acquire a brain injury.

Acquired Brain Injury is the leading cause of seizure disorders.

Half of all brain injuries are the result of motor vehicle collisions.

The remainder are commonly caused by sport injuries (30%), work-related injuries, assault, falls, illness or firearms.

Canadian Statistics:

- 165,000 **new** cases of ABI each year
- 36,000 sustain injury severe enough to require hospitalization
- 2,500 will die
- 9,000 injured survivors will require long-term rehabilitation
- 6,000 will live the remainder of their life with disability

“Brain injury is a pervasive epidemic and it’s preventable”

Every year in Canada and the U.S. there are new diagnoses of serious medical conditions:

