

Why Heads Up! Durham?

Silent Epidemic: Almost a half a million people in Ontario are living with an Acquired Brain Injury (ABI).

More Common Than Most Think:

ABI is 15 times more common than spinal cord injury, 30 times more common than breast cancer and 400 times more common than HIV/AIDS.

Source: OBIA Impact Report, 2012

ABI is the leading cause of death and disability for Canadians under the age of 45.

Source: OBIA

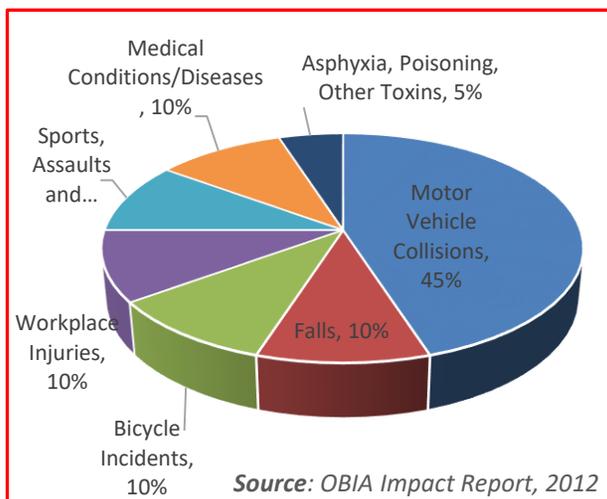
What is Traumatic Brain Injury (TBI)?

TBI is caused by a blow or jolt to the head or a penetrating head injury that disrupts the function of the brain.

What is a Concussion?

A type of TBI caused by a bump or blow to the head or hit to the body that causes the brain to move rapidly back and forth.

Causes of TBI:



Consequences of a TBI:

TBI has been linked to such areas as:

- Teen substance abuse and mental health
- Bullying and suicide
- Homelessness and Incarceration:

Almost 50% of homeless men had traumatic brain injury in their lifetime, vast majority before they lost their homes. Source: St. Michael's Hospital, 2014

44% of provincial inmates reported a history of TBI. Source: OBIA

Heads Up! Durham:

Vision: Durham Region: a community where brain injury awareness, prevention and support is evident in all aspects of our lives as we learn, work and play.

Mission: To weave brain injury awareness, prevention, policy and support into the fiber of Durham Region society through community action.

Goals:

1. To **increase awareness** of brain injury, and its widespread causes and effects, by disseminating information to all citizens in Durham Region society through a multitude of channels.
2. To **promote the prevention** of brain injury in all areas of society through enhanced communication, education, policy and enforcement.
3. To **enhance the support** provided to Durham Region citizens.