

## PRESS RELEASE

### For Immediate Release

### Just a Bump on the Head??

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The Brain Injury Association of Waterloo-Wellington realizes that brain injuries do occur during sporting activities, but do you know the common symptoms and signs of concussion and the outcome of such injuries. With the spring sports season starting soon we want you to be aware and be prepared while having fun.

**Imagine** waking up in the morning and your first question is, “What do I do now?” **Imagine** walking into the kitchen and wondering why are you there? **Imagine** looking at your spouse and children and wondering who they are? Does this sound like a victim of Alzheimer’s disease? No, it is a 30 year old woman who is a survivor of an acquired brain injury. A woman, who before her car accident had an active career and was a supportive spouse and mother.

In Ontario, approximately 16,000 people sustain brain injuries every year. Many of these individuals are left with physical, intellectual or behavioral problems which prevent them from returning to their pre-injury lifestyle. A traumatic brain injury (TBI) can be the result of a car accident, workplace injury, an assault or sport injury. Brain injuries can also occur as a result of medical conditions such as strokes, aneurysms or lack of oxygen to the brain.

- TBI is the leading killer and disabler in Canadians under the age of 40. Sporting accidents and car accidents account for more than 50 percent of TBI.
- You do not have to be knocked unconscious to sustain a brain injury. Mild traumatic brain injury (MTBI) also known as a concussion, can damage your brain at the cellular level.

A blow to the head, face, jaw or even elsewhere on the body may also result from a whiplash effect to the head and neck. Everyone who has experienced a concussion or a hit to the head or physical abuse to the head must be seen by a physician immediately. Did you know that most concussions occur without the loss of consciousness? Symptoms and signs of a concussion may have a delayed onset, so everyone should be observed even after the initial symptoms and signs have returned to normal.

**The common symptoms of a concussion are:** Headache, dizziness, feeling dazed, seeing stars, sensitivity to light, ringing in ears, tiredness, nausea, vomiting, irritability, confusion and disorientation.

**The common signs of a concussion are:** Poor balance or coordination, slow or slurred speech, poor concentration, delayed responses to questions, vacant stares, eye pupils are uneven, decreased playing ability, unusual emotions, personality change and inappropriate behavior.

Every brain injury brings mental and emotional trauma into the life of the brain injury victim and into the lives of those who love and care for them.

It is the goal of the Brain Injury Association of Waterloo-Wellington (BIAWW) to provide support and programs to all persons affected by brain injury: survivors, their families and friends. To promote public awareness about the challenges of brain injury and its effects on survivors and their families. We make it a priority to provide education and awareness about brain injuries and prevention. It is not the responsibility to give direction regarding medical care, therapy and insurance but we can provide resources to you.

For more information on BIAWW please contact us at 519-579-5300 or visit us at the Opportunity Centre; 607 King Street W, Suite 5A Kitchener, ON. You can donate to the BIAWW online at [www.biaww.com](http://www.biaww.com) so we can continue our educational and support programs. Follow us on [www.facebook.com/biaww](http://www.facebook.com/biaww), [www.twitter.com/lidsonkidz](http://www.twitter.com/lidsonkidz) and LinkedIn at [www.linkd.in/quX5ok](http://www.linkd.in/quX5ok).

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