

# Make bright choices To keep your brain awesome.

BRAINTRUST  
**BRAIN  
BRIGHT**  
JUNE 18, 2019 DAY

June 18th is a day to celebrate our amazing brains and learn how youth can prevent serious brain injuries. We need your help to spread the word and spark the movement in your community!

## **A Brain is a Beautiful Thing.**

Did you know our brains are more complex than the most sophisticated computers?! They control everything - walking, talking, breathing, our personalities, and all decision-making. In other words, your brain is kind of a big deal.

## **Everything can Change in an Instant.**

A serious brain injury can prevent youth from doing the things they love, like playing sports or hanging out with friends. It can change their personality, cause memory loss, sensitivity to light and much more.

## **Get the Facts.**

- A brain injury happens every 3 minutes in Canada.
- Youth in their mid to late teens are the highest risk for brain injury.
- Concussion is the most common form of brain injury.
- A concussion is more than 'a bump on the head' and can include symptoms like dizziness, blurred vision, headaches, and vomiting. If you think you might have a concussion, it's important to see a doctor ASAP.
- Approximately 1.5 million Canadians are living with brain injury.
- 1 in 5 children/youth will sustain a concussion during each sport season.
- 1 in 30 youth will sustain a traumatic brain injury by the age of 16
- Helmets can prevent up to 85% of brain injuries

## **Choose Brilliantly.**

The good news is, there are lots of ways to lower the risk of a brain injury. It starts by making bright choices like wearing a helmet for sports that involve speed or hard surfaces, and not letting pressure from others influence decisions.

## **Keep your Brain Covered.**

Put on a helmet for these speedy sports:

- Biking
- Snowboarding & Skiing
- Skateboarding, Rollerblading & Scootering

## **Show your Support on Brain Bright Day!**

1. Wear something neon on June 18th
2. Share a photo and/or a message about brain injury prevention on social media using the hashtag: #brainbrightday

**Show your support!**

**Together,  
we can all be brighter.**

**#BRAINBRIGHTDAY**