

THINK AHEAD

Be safe. Know the signs. Get help.

BRAIN INJURY AWARENESS MONTH SOCIAL MEDIA TOOLKIT



According to the Defense Medical Surveillance System (DMSS) and Theater Medical Data Store (TMDS), more than 339,000 services members have been diagnosed with a traumatic brain injury (TBI) since 2000.



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Facebook Messages

Brain Injury Awareness Month Posts

Our social media messages are provided to help you communicate about **Brain Injury Awareness Month**. As always, we encourage you to add to our messages or customize them for your audiences.

Follow **@DVBIC – Defense and Veterans Brain Injury Center** and **@A Head for the Future** for updates throughout Brain Injury Awareness Month.

Be Safe: TBI Recognition

In the military, young men between the ages of 18 and 24 years old are at the greatest risk of #TBI. Don't be a statistic. #ThinkAhead #BIAMonth

Since 2000, more than 339,000 service members have been diagnosed with #TBI. Download and share your #BIAMonth message with our military community: (Await for URL) #ThinkAhead

Attn. service members: sustaining a traumatic brain injury (#TBI) in garrison is not uncommon and can occur during your daily activities. #ThinkAhead during #BIAMonth with **@A Head for the Future** fact sheets: <http://dvbic.dcoe.mil/aheadforthefuture/materials>

Providers! #ThinkAhead with **@DVBIC – Defense and Veterans Brain Injury Center** #Concussion fact sheet to help service members, veterans and their families understand the signs and symptoms of brain injury.
https://dvbic.dcoe.mil/sites/default/files/DVBIC_SS_Mild-TBI_FactSheet_2015-09-23_English.pdf #BIAMonth

Discover how a #braininjury is classified as moderate or severe with the **@DVBIC – Defense and Veterans Brain Injury Center** fact sheet: <https://dvbic.dcoe.mil/material/moderate-or-severe-tbi-fact-sheet> #ThinkAhead #BIAMonth

Are you experiencing ongoing #concussion symptoms? Download the **@DVBIC – Defense and Veterans Brain Injury Center** fact sheet to help you learn coping strategies:
<https://dvbic.dcoe.mil/material/signs-symptoms-fact-sheet-english> #ThinkAhead #BIAMonth

Providers! Did you know #PTSD and mild #TBI can have overlapping symptoms? This is why it's important for service members and veterans to get checked and treated for both conditions. Learn more with the **@DVBIC – Defense and Veterans Brain Injury Center** #Concussion, Mild TBI and PTSD fact sheet: https://dvbic.dcoe.mil/sites/default/files/DVBIC_MildTBI-PTSD_FactSheet_v1.0_September_2014.pdf #ThinkAhead #BIAMonth

Know the Signs: TBI Prevention

Prevention is important to reducing your chances of sustaining a #TBI. #ThinkAhead #BIAMonth

Did you know the most common causes of traumatic brain injury (#TBI) — such as motor vehicle crashes or falls — are preventable? #ThinkAhead #BIAMonth

#ThinkAhead with **@DVBIC – Defense and Veterans Brain Injury Center** prevention and safety resources during #BIAMonth. http://www.dcoe.mil/blog/12-03-13/How_to_Prevent_TBI.aspx

#ThinkAhead with **@A Head for the Future** prevention and safety resources during #BIAMonth. <http://dvbic.dcoe.mil/aheadforthefuture/prevent>

Talking about brain injury with your children can be difficult. It's #BIAMonth, #ThinkAhead with **@DVBIC – Defense and Veterans Brain Injury Center** #TBI Booklet:
https://dvbic.dcoe.mil/sites/default/files/2012%20Children_mTBI_FINAL_LoRes.pdf

Get Help: TBI Recovery

@DVBIC – Defense and Veterans Brain Injury Center has free materials to support service members, veterans who sustained a #TBI and their families. <https://dvbic.dcoe.mil/resources> #ThinkAhead #BIAmonth

@DVBIC – Defense and Veterans Brain Injury Center #TBI Recovery Support Program ensures our service members and veterans are supported and connected. Learn more: <http://dvbic.dcoe.mil/tbi-recovery-support-program> #ThinkAhead #BIAmonth

Brain injuries are treatable and recovery is possible. Seeking help is the first step. Check out **@Ahead for the Future** resources: <http://dvbic.dcoe.mil/aheadforthefuture/recover> #ThinkAhead #BIAmonth

Caregivers, the **@DVBIC – Defense and Veterans Brain Injury Center** reminds us to take care of ourselves when caring for others with #TBI. Learn why: https://dvbic.dcoe.mil/sites/default/files/DVBIC_Family-Needs-Line_Taking-Care-of-Yourself_June2012_Update_2014.pdf #ThinkAhead #BIAmonth

@DVBIC – Defense and Veterans Brain Injury Center Addressing Family Needs booklet provides loved ones with tools, techniques and guidance to understand #TBI. https://dvbic.dcoe.mil/sites/default/files/DVBIC_Family-Needs-Line_Address-Family-Needs_June2012_Update_2014.pdf #ThinkAhead #BIAmonth

Twitter Messages

Brain Injury Awareness Month Tweets

Follow **@AHFTF_Page** for updates throughout Brain Injury Awareness Month.

Be Safe: TBI Recognition

In the military, young men between the ages of 18 and 24 years old are at the greatest risk of #TBI. #ThinkAhead #BIAMonth

Support #BIAMonth. Since 2000, more than 339,000 service were been diagnosed with #TBI. #ThinkAhead

Sustaining a #TBI in garrison is not uncommon and can occur in your daily lives. #ThinkAhead with **@AHFTF_Page** fact sheets: <http://dvbic.dcoe.mil/aheadforthefuture/materials>

Discover how a #braininjury is classified as moderate or severe with #DVBIC's fact sheet: <https://dvbic.dcoe.mil/material/moderate-or-severe-tbi-fact-sheet> #ThinkAhead

Download #DVBIC's fact to sheet to help you find coping strategies: <https://dvbic.dcoe.mil/material/signs-symptoms-fact-sheet-english> #ThinkAhead #BIAMonth

Know the Signs: TBI Prevention

Prevention is critical to reducing your chances of sustaining a #TBI. #ThinkAhead #BIAMonth

Did you know the most common causes of traumatic brain injury (#TBI) — such as motor vehicle crashes or falls — are preventable? #ThinkAhead

#ThinkAhead with #DVBIC's prevention and safety resources during #BIAMonth: http://www.dcoe.mil/blog/12-03-13/How_to_Prevent_TBI.aspx

#ThinkAhead with **@AHFTF_Page** prevention and safety resources during #BIAMonth. <http://dvbic.dcoe.mil/aheadforthefuture/prevent>

Get Help: TBI Recovery

Remember, recovery from #braininjury is different for everyone. Learn more with **@AHFTF_Page**: <http://dvbic.dcoe.mil/aheadforthefuture/recover> #ThinkAhead

Brain injuries are treatable and recovery is possible. Seeking help is the first step. <http://dvbic.dcoe.mil/aheadforthefuture/recover> #ThinkAhead #BIAMonth

#DVBIC has free materials to support service members and veterans with #TBI: <https://dvbic.dcoe.mil/resources> #ThinkAhead

#DVBIC's Recovery Support Program is a way service members and veterans with #TBI can stay connected: <http://dvbic.dcoe.mil/tbi-recovery-support-program> #ThinkAhead

Social Media Covers

Facebook Covers

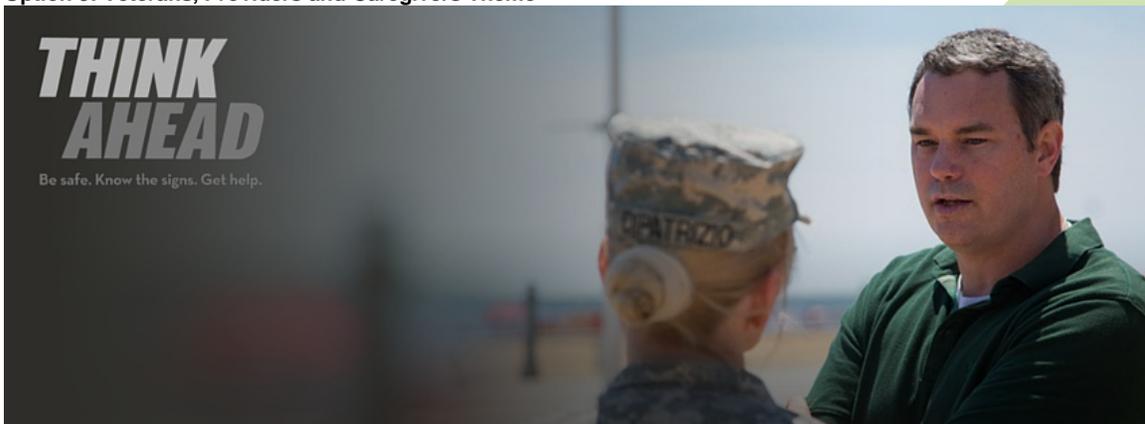
Option 1: Brain Injury Awareness Month Theme



Option 2: Service Members and Families Theme



Option 3: Veterans, Providers and Caregivers Theme



Twitter Cover

Option 1: Brain Injury Awareness Month Theme



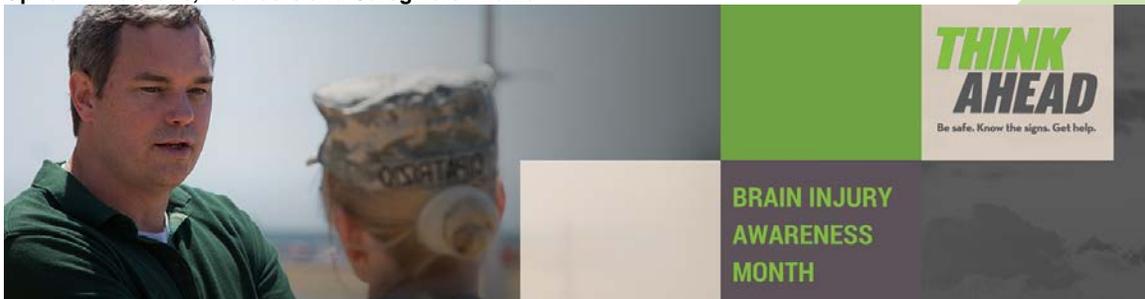
Option 2: Service Members and Families Theme



Option 3: Service Members and Veterans Theme



Option 4: Veterans, Providers and Caregivers Theme



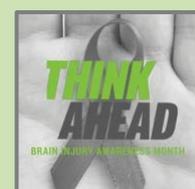
Blog Cover

Official Brain Injury Awareness Month Blog Cover



Profile Avatar

Brain Injury Awareness Month Profile Images



#ThinkAhead Hashtag Campaign

Join the #ThinkAhead campaign! Visit <https://dvbic.dcoe.mil/BrainInjuryAwarenessMonth2016> to download a hashtag card and share your support for #BIAMonth.

INSTRUCTIONS:

1. In the space provided on the front, write a brief message about your experience with TBI in the military.

Examples:

The VA/military health system is helping me treat TBI.

TBI doesn't define me.

I manage my symptoms with the help of my family.

I support those with TBI by connecting them to resources they need.

I am the caregiver of a TBI champion.

2. Take a photograph of yourself holding the sign.
3. Post it on your social media networks using #ThinkAhead to raise awareness of TBI in the military.   

dvbic.dcoe.mil/aheadforthefuture

**AHEAD FOR THE
FUTURE**



#ThinkAhead

#BIAMonth

The most common form of **brain injury** in the **military** is **mild**, more commonly known as a **concussion**.

**THINK
AHEAD**

Be safe. Know the signs. Get help.



Together, we can raise awareness of **brain injury** among **service members** and **veterans**, one person at a time.

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