



TBIMS

Traumatic Brain Injury Model System

Since 1987



Model Systems
Knowledge Translation
Center

Brain Injury Awareness Month Communication Toolkit

March is Brain Injury Awareness Month. Please feel free use this communication toolkit to raise awareness of Brain Injury Awareness Month as well as the accomplishments of the Traumatic Brain Injury Model System (TBIMS) centers, the TBIMS National Database, and the Model Systems Knowledge Translation Center's (MSKTC) consumer resources for people living with traumatic brain injury (TBI). The toolkit offers social media messages and templates, graphics, a newsletter story, and links to various knowledge translation tools (KT) to help you get started and promote awareness. Please feel free to modify the messages to suit your audience's needs.

Sample Social Media Messages

- Looking for #BrainInjury resources during March #BrainInjuryAwarenessMonth? @TBI_MS resources are free, based on research, and developed for those who need them the most. #MSKTC_TBI <https://msktc.org/tbi>
- @CDCInjury reports 2.9 million TBI-related #EmergencyDepartment visits, hospitalizations, and deaths per year in the US. Learn how @TBI_MS have contributed to research and care for people with #BrainInjury #BrainInjuryAwareness #MSKTC_TBI <https://msktc.org/brain-injury-awareness-month>
- March is #BrainInjuryAwarenessMonth! @TBI_MS centers have been advancing care and outcomes for people with #braininjury over 35 years. Find a #MSKTC_TBI center near you: <https://msktc.org/tbi/model-system-centers>
- March is #BrainInjuryAwarenessMonth! The @TBI_MS National Database is the world's largest longitudinal research database for #BrainInjury. Learn more: <https://www.tbindsc.org/>

Sample Social Media Graphics



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Check out the free research-based resources to support people living with TBI and their families at <https://msktc.org/tbi>.

Learn how the TBI Model System centers have contributed to research and care of people with TBI at <https://msktc.org/brain-injury-awareness-month>



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<http://www.msktc.org/tbi>

Sample Newsletter Story

March is Brain Injury Awareness Month! The [Model Systems Knowledge Translation Center](#) (MSKTC) and the Traumatic Brain Injury Model System (TBIMS) are conducting a media campaign to raise awareness of brain injury as well as the accomplishments of the TBIMS centers, the [TBIMS National Database](#), and MSKTC's consumer resources for people living with traumatic brain injury (TBI).

According to the Centers of Disease Control and Prevention, there are 2.9 million TBI-related emergency department visits each year in the United States. For over 35 years, TBI Model System researchers have been working to improve rehabilitation care and outcomes for people living with TBI.

- Learn more about the research and accomplishments of the TBI Model System centers [here](#).
- Access the free research-based resources to support people living with TBI [here](#).
- To join our campaign, please feel free to use our communication toolkit [here](#).

Both the MSKTC and TBI Model System centers are funded by the National Institute on Disability, Independent Living, and Rehabilitation Research, Administration for Living, U.S. Department of Health and Human Services.

Additional Resources for Promoting Awareness

The MSKTC has developed knowledge translation (KT) tools to help researchers engage with the media and use social media. Please access our KT tools using the links below.

- **Engage the Media** – MSKTC Online Knowledge Translation Toolkit:
 - [Developing Key Messages for Effective Communication](#)
 - [Press Release Template and Instructions](#)
 - [Responding to Media Requests](#)
 - [Working with Your Communications/Public Affairs Office](#)
- **Use Social Media** – MSKTC Online Knowledge Translation Toolkit:
 - [Getting Started with Social Media Advertising: Facebook & Instagram Ads](#)
 - [Guide for Developing an MSKTC Social Media Plan](#)
 - [How to Use Social Media Advertising for Research](#)
 - [MSKTC Social Media Development Workbook](#)
 - [Social Media Development Content Calendar](#)
 - [Using Social Media to Promote Research](#)
 - [Web Clinic: Social Media Analytics](#)