

Heads Up in 10 Years

The Anniversary Viewbook of CDC's Heads Up

Heads Up is a series of educational initiatives, developed by the Centers for Disease Control and Prevention (CDC), which share a common goal: to help protect people of all ages, especially children and teens, from concussions and other serious brain injuries and their potentially devastating effects.



**Centers for Disease
Control and Prevention**
National Center for Injury
Prevention and Control

Heads Up in 10 Years

This year marks the 10th anniversary of Heads Up. CDC's Heads Up provides educational resources to a wide range of audiences. From the first Heads Up materials for health care professionals launched in 2003, to later efforts focusing on sports programs and schools, Heads Up has helped to raise awareness of the need for improved prevention, recognition, and response to concussion and other serious brain injuries.

Many organizations have contributed to the reach and success of Heads Up.

Through their invaluable participation, Heads Up materials have landed in the hands of parents, school and health care professionals, coaches, and athletes across the country.

Below is a quick summary of what we have accomplished together:

- **150+ million** media impressions through print media and TV public service announcements (PSAs)
- More than **6+ million** print materials distributed
- More than **1.5 million** coaches completing online trainings
- More than **50** Heads Up products developed
- **15,000+** Facebook fans, and growing
- More than **85+** organizations signed on as participating organizations
- Close to **40+** million social-media impressions

Check out the timeline on the following pages to get a snapshot of Heads Up activities and products created over the last 10 years.

Heads Up: Brain Injury in Your Practice

CDC's first Heads Up product, the "Heads Up: Brain Injury in Your Practice" tool kit for health care professionals is launched in partnership with leading experts in the field, as well as 14 medical and health organizations. The tool kit includes a guide, an assessment tool, palm card, and care plans for health care professionals, as well as an educational booklet and fact sheets for patients. Designed for health care professionals working in the primary care setting, the goal of the tool kit is to help improve a patient's health outcomes through early diagnosis, management, and appropriate referral. The tool kit was updated and re-released in 2007 to incorporate the latest science on diagnosis and management of patients with mild TBI.

To date, over 250,000 print copies of the "Heads Up: Brain Injury in Your Practice" materials have been disseminated.

▼
2003

www.cdc.gov/concussion

2

Heads Up: Preventing Concussion

How to Prevent a Concussion

There are many ways to reduce the chances that you or your family members will have a concussion or more serious brain injury:

- Wear a seat belt every time you drive or ride in a motor vehicle.
- Buckle your child in the car using a child safety seat, booster seat, or seat belt (according to the child's height, weight, and age).
 - Children should start using a booster seat when they outgrow their child safety seats (usually when they weigh about 40 pounds). They should continue to ride in a booster seat until the lap/shoulder belts in the car fit properly, typically when they are approximately 4'9" tall.
- Never drink and drive.
- Wear a helmet and make sure your children wear helmets that are fitted and maintained properly when:
 - Riding a bike, motorcycle, snowmobile, scooter, or all-terrain vehicle;
 - Playing a contact sport, such as football, ice hockey, lacrosse, or boxing;
 - Using inline skates or riding a skateboard;
 - Biking on paved bases in baseball or softball;
 - Riding a horse; or
 - Skiing, sledding, or snowboarding.
- Ensure that during sports activities and practices, you and/or your children:
 - use the right protective equipment (should be fitted and maintained properly in order to provide the expected protection);
 - Follow the safety rules and the rules of the sport;
 - Practice good sportsmanship;
 - Do not return to play with a known or suspected concussion until you have been evaluated and given permission by an appropriate health care professional.
- Make living areas safer for seniors by:
 - Removing tripping hazards such as throw rugs and clutter in walkways;
 - Using non-slip mats in the bathtub and on shower floors;
 - Installing grab bars next to the toilet and in the tub or shower;
 - Installing handrails on both sides of stairs;
 - Keeping medicine cabinets closed;
 - Maintaining a regular exercise program to improve lower body strength and balance, if your health care professional agrees.
- Make living areas safer for children by:
 - Installing window guards to keep young children from falling out of open windows;
 - Making sure the top and bottom of stairs when young children are around;
 - Keeping stairs clear of clutter;
 - Securing rugs and using rubber mats in bathubs and;
 - Not allowing children to exercise or sit on other unsafe platforms.
- Make sure the surface on your child's playroom is made of shock-absorbing material, such as hardwood mulch or sand, and is maintained to an appropriate depth.

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CENTERS FOR DISEASE CONTROL AND PREVENTION**

Heads Up: Brain Injury in Your Practice

Assessment Tool

Today the following symptoms are present (circle or check).

Physical	Thinking	Emotional	Sens
Headaches	Sensitivity to light	Feeling mentally foggy	Inability
Nausea	Sensitivity to noise	Problems Concentrating	Drowsiness
Fatigue	Numbness/Tingling	Sadness	Sleeping more
Visual problems	Vomiting	Problems Remembering	Feeling more emotional
Balance Problems	Dizziness	Feeling more slowed down	Trouble falling

No reported

RED FLAGS: Call your doctor or go to your emergency department if you suddenly experience any of the following:

- 1. Get lots of rest. Be sure to get enough sleep at night—no late nights. Keep the same bedtime weekdays as well as weekends.
- 2. Take daytime naps or rest breaks when you feel tired or fatigued.
- 3. **Limit physical activity as well as activities that require a lot of thinking or concentration. These include schoolwork, work, and chores.**
 - Physical activity includes PE, sports practices, weight-lifting, running, exercising, heavy lifting, and climbing stairs.
 - Thinking and concentration activities (e.g., homework, daycare, work load, job-related activity).
- 4. Drink fluids and eat carbohydrates or protein to maintain appropriate blood sugar levels.
- 5. As symptoms decrease, you may begin to gradually return to your daily activities. If symptoms worsen, lessen, or return, then try again to decrease your activities gradually.
- 6. During recovery, it is normal to feel frustrated and sad when you do not feel right and you can't be as active as you were before.
- 7. Repeated evaluation of your symptoms is recommended to help guide recovery.

Returning to Daily Activities

1. Planning to return to work should be based upon your ability to perform the job with appropriate health care professionals.
2. Limiting the amount of work you do soon after a concussion is important. You should also reduce your physical activity as well.
3. Do not return to work. Return on date _____.
4. Return to work with the following supports:

Schedule Considerations

Shortened work day hours
 Allow for frequent breaks
 Reduced task assignments and responsibilities

This book is part of the "Heads Up: Brain Injury in Your Practice" tool kit developed by the Centers for Disease Control and Prevention. For more information, visit www.cdc.gov/concussion.

Concussion in Sports

CDC

This palm card provides information and tools to help medical staff with the on-field recognition and management of concussion.

Concussion Signs and Symptoms¹

Signs Observed by Medical Staff	Symptoms Reported by Athlete
Appears dazed or stunned	Headache or "pressure" in head
Is confused about assignment	Nausea
Forgets sports plays	Balance problems or dizziness
Is unsure of game, score, opponent	Double or fuzzy vision
Moves clumsily	Sensitivity to light
Answers questions slowly	Sensitivity to noise
Loses consciousness (even briefly)	Feeling sluggish or slowed down
Shows behavior or personality changes	Feeling foggy or groggy
Can't recall events prior to hit or fall (retrograde amnesia)	Does not "feel right"
Can't recall events after hit or fall (anterograde amnesia)	

In Your Practice[®] tool kit developed by the Centers for Disease Control and Prevention. For more information, visit www.cdc.gov/concussion.

Facts for Health Care Professionals

Facts about Concussion and Brain Injury

WHERE TO GET HELP



- About Concussion
- Signs and Symptoms
- Getting Better
- Where to Get Help
- Resources

Heads Up

Facts for Physicians About
Mild Traumatic Brain Injury
(MTBI)



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10 Year Anniversary Viewbook

Heads Up: Concussion in High School Sports

CDC's first Heads Up concussion in sports product is launched. Developed in collaboration with experts in the field, the "Heads Up: Concussion in High School Sports," tool kit for high school coaches, athletic directors, parents, and athletes, includes a clipboard sticker, wallet card, video, guide for coaches, and posters and fact sheets for parents and athletes. The materials were developed with the goal of raising awareness and improving prevention, recognition, and response to concussion among high school athletes. A national evaluation study, conducted by CDC, found that the materials led to positive changes in high school coaches' knowledge, attitudes, and behavior and skills related to concussion prevention and management. The tool kit was updated and re-released in 2010 to reflect the latest science and guidelines on return to play protocols for young athletes with a concussion.

To date, over 300,000 print copies of the "Heads Up: Concussion in High School Sports" materials have been disseminated.

SEPT 2005

www.cdc.gov/concussion

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CENTERS FOR DISEASE CONTROL AND PREVENTION**

HEADS UP
CONCUSSION IN HIGH SCHOOL SPORTS

SIGNS AND SYMPTOMS

Athletes who experience **one or more** of the signs and symptoms listed below after a bump, blow, or jolt to the head or body may have a concussion.

Signs Observed by Coaching Staff	Symptoms Reported by Athlete
Appears dazed or stunned	Headache or "pressure" in head
Is confused about assignment or position	Nausea or vomiting
Forgets an instruction	Balance problems or dizziness
Is unsure of game, score, or opponent	Double or blurry vision
Moves clumsily	Sensitivity to light
Answers questions slowly	Sensitivity to noise
Loses consciousness (even briefly)	Feeling sluggish, hazy, foggy, or groggy
Shows mood, behavior, or personality changes	Concentration or memory problems
Can't recall events prior to hit or fall	Confusion
Can't recall events after hit or fall	Just not "feeling right" or is "feeling down"

It's better to miss one game than the whole season.

For more information and to order additional materials free-of-charge, visit: www.cdc.gov/concussion.

June 2010

ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following four steps:

1. Remove the athlete from play.
2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussion.
3. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussion.
4. Keep the athlete out of play the day of the injury and until a health care professional, experienced in evaluating for concussion, says the athlete is symptom-free and it's OK to return to play.

IMPORTANT PHONE NUMBERS

Emergency Medical Services
Name: _____
Phone: _____

Health Care Professional
Name: _____
Phone: _____

School Staff Available During Practices
Name: _____
Phone: _____

School Staff Available During Games
Name: _____
Phone: _____

HEADS UP
CONCUSSION IN HIGH SCHOOL SPORTS

A FACT SHEET FOR PARENTS

What is a concussion?
A concussion is a brain injury. Concussions are caused by a bump, blow, or jolt to the head or body. Even a "ding," "getting your bell rung," or what seems to be a mild bump or blow to the head can be serious.

What are the signs and symptoms?
You can't see a concussion. Signs and symptoms of concussion can show up right after the injury or they may not appear for days or even weeks after the injury. These signs or symptoms listed below may occur immediately after a bump or blow to the head or they may develop over time. If you notice any new or worsening symptoms listed below, stop play and seek medical attention right away.

Signs Noticed by Parents or Siblings	Symptoms Experienced by Athlete
<ul style="list-style-type: none"> • Appears dazed or stunned • Confused about assignment or position • Forgets an instruction • Is unsure of game, score, or opponent • Moves clumsily • Answers questions slowly • Loses consciousness • Shows mood, behavior, or personality changes • Can't recall events prior to hit or fall • Can't recall events after hit or fall 	<ul style="list-style-type: none"> • Headache or "pressure" in head • Nausea or vomiting • Balance problems or dizziness • Double or blurry vision • Sensitivity to light or noise • Feeling sluggish, hazy, foggy, or groggy • Concentration or memory problems • Confusion • Just not "feeling right" or is "feeling down"

How can you help your teen prevent a concussion?
Every sport is different, but there are ways your teens can take steps to prevent concussions from happening and other types of injuries.

- Make sure they wear the right protective equipment for their sport.
- Make sure they wear it correctly.
- Use the proper sports equipment, including personal protective equipment. In order for equipment to protect you, it must fit.
 - Fit the equipment for the game, position, or activity
 - Wear correctly and the correct size and fit
 - Used every time you play or practice
- Follow your coach's rules for safety and the rules of the sport.
- Practice good sportsmanship at all times.

If you think you have a concussion:
Don't hide it. Report it. Take time to recover.

**All concussions are serious.
If you think you have a concussion:**

CONCUSSION:

- * Don't hide it.
- * Report it.
- * Take time to recover.

It's better to miss one game than the whole season.

For more information and to order additional materials free-of-charge, visit: www.cdc.gov/concussion.

June 2010

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HEADS UP
CONCUSSION IN HIGH SCHOOL SPORTS

A FACT SHEET FOR ATHLETES

What is a concussion?
A concussion is a brain injury that:

- Is caused by a bump, blow, or jolt to the head or body
- Can change the way your brain normally works
- Can occur during practices or games in any sport or recreational activity
- Can happen even if you haven't been knocked out
- Can be serious even if you've just been "dinged" or "had your bell rung."

What are the symptoms of a concussion?
Athletes with a concussion may notice one or more of the following symptoms, either on the field, or later, or even days after the injury:

- Headache or "pressure" in head
- Nausea or vomiting
- Balance problems or dizziness
- Double or blurry vision
- Sensitivity to light or noise
- Feeling sluggish, hazy, foggy, or groggy
- Concentration or memory problems
- Confusion
- Just not "feeling right" or is "feeling down"

How can I prevent a concussion?
Every sport is different, but there are steps you can take to protect yourself.

- Use the proper sports equipment, including personal protective equipment. In order for equipment to protect you, it must fit.
 - Fit the equipment for the game, position, or activity
 - Wear correctly and the correct size and fit
 - Used every time you play or practice
- Follow your coach's rules for safety and the rules of the sport.
- Practice good sportsmanship at all times.

If you think you have a concussion:
Don't hide it. Report it. Take time to recover.

It's better to miss one game than the whole season.

For more information and to order additional materials free-of-charge, visit: www.cdc.gov/concussion.

June 2010

**U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
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10 Year Anniversary Viewbook

Heads Up: Concussion in Youth Sports

The "Heads Up: Concussion in Youth Sports" tool kit for youth sports coaches, parents, and athletes is launched. The tool kit was developed in collaboration with leading experts and 26 partner organizations including medical, health, and sports organizations. Materials in the tool kit include a clipboard, magnet, poster, and fact sheets for coaches, parents, and athletes. A national evaluation study, conducted by Michigan State University, found that after using the initiative's materials: 77% of coaches reported being able to more easily identify athletes who may have a concussion; 63% of coaches reported viewing concussions more seriously; and 72% of coaches reported educating others about preventing and managing concussions, including athletes, parents, and other coaches.

To date, almost 4 million print copies of the "Heads Up: Concussion in Youth Sports" materials have been disseminated. As part of the launch of the tool kit, over 2,000 YMCA's across the country received a copy of the tool kit along with a letter from the CEO of YMCA of the USA.

JULY 2007

www.cdc.gov/concussion

SIGNS AND SYMPTOMS

These signs and symptoms may indicate that a concussion has occurred.

SIGNS OBSERVED BY COACHING STAFF	SYMPTOMS REPORTED BY ATHLETE
Appears dazed or stunned	Headache or "pressure" in head
Is confused about assignment or position	Nausea or vomiting
Forgets sports plays	Balance problems or dizziness
If unsure of game, score, or opponent	Double or blurry vision
Moves clumsily	Sensitivity to light
Answers questions slowly	Sensitivity to noise
Loses consciousness (even briefly)	Feeling sluggish, hazy, foggy, or groggy
Shows behavior or personality changes	Concentration or memory problems
Can't recall events: prior to hit or fall	Confusion
Can't recall events: after hit or fall	Does not "feel right"

ACTION PLAN

If you suspect that a player has a concussion, you should take the following steps:

1. Remove athlete from play.
2. Ensure athlete is evaluated by an appropriate health care professional. Do not try to judge the seriousness of the injury yourself.
3. Inform athlete's parents or guardians about the known or possible concussion and give them the fact sheet on concussion.
4. Allow athlete to return to play **only** with permission from an appropriate health care professional.

IMPORTANT PHONE NUMBERS

FILL IN THE NAME AND NUMBER OF YOUR LOCAL HOSPITAL(S) BELOW:

Hospital Name: _____
Hospital Phone: _____
Hospital Name: _____
Hospital Phone: _____
Hospital Name: _____
Hospital Phone: _____

For immediate attention, CALL 911

If you think your athlete has sustained a concussion... take him/her out of play, and seek the advice of a health care professional experienced in evaluating for concussion.

For more information and to order additional materials free-of-charge, visit: www.cdc.gov/ConcussionInYouthSports

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A QUIZ FOR COACHES, ATHLETES, AND PARENTS

Review the "Heads Up: Concussion in Youth Sports" material and test your knowledge of concussions. Mark each of the following statements as True (T) or False (F).

1. A concussion is a brain injury.
2. Concussions can occur in any organized or unorganized recreational sport or activity.
3. You can't tell if someone has a concussion and some athletes may not experience any symptoms until hours or days after the injury.
4. Following a coach's rules for safety and the rules of the sport, practicing good sportsmanship at all times, and using the proper sports equipment are all ways that athletes can prevent a concussion.
5. Concussions can be caused by a fall or by a bump or blow to the head or body.
6. Concussion can happen even if the athlete hasn't been knocked out or lost consciousness.
7. Nausea, headache, sensitivity to light or noise, and difficulty concentrating are some of the symptoms of a concussion.
8. Athletes who have a concussion should not return to play until they are symptom-free and have received approval from a doctor or health care professional.
9. A recent concussion that occurs before the brain recovers from the first can slow recovery or increase the likelihood of having long-term post-concussion effects.

THE FACTS

- A concussion is a brain injury.
- All concussions are serious.
- Concussions can occur without loss of consciousness.
- Concussions can occur in **any sport**.
- Recognition and proper management of concussions when they first occur can help prevent further injury or even death.

WHAT IS A CONCUSSION?

A concussion is an injury that changes how the cells in the brain normally work. A concussion is caused by a blow to the head or body that causes the brain to move rapidly inside the skull. Even a "ding," "getting your bell rung," or what seems to be a mild bump or blow to the head can be serious. Concussions can also result from a fall or from players colliding with each other or with obstacles, such as a goalpost.

incussions is greatest in its when collisions occur, however, concussions can occur, however,

RECOGNIZING A POSSIBLE CONCUSSION

To help recognize a concussion, you should look for the following two things among your athletes:

1. A forceful blow to the head or body that results in rapid movement of the head.

WHAT SHOULD I DO IF I THINK I HAVE A CONCUSSION?

Tell your coaches and your parents:

- If you feel like you have a concussion, tell your coach or a teacher if one of your parents or guardians. Don't play again until you are fully recovered. If you play again before you're fully recovered, you might have a concussion.

It's better to miss one game than the whole season.

To download the coaches fact sheet in Spanish, please visit www.cdc.gov/ConcussionInYouthSports

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HOW CAN YOU HELP YOUR CHILD PREVENT A CONCUSSION?

Every sport is different, but there are steps your children can take to protect themselves from concussion.

- Ensure that they follow their coach's rules for safety and the rules of the sport.
- Encourage them to practice good sportsmanship at all times.
- Make sure they wear the right protective equipment for their activity (such as helmets, padding, shin guards, and eye and mouth guards). Protective equipment should fit properly, be well maintained, and be worn consistently and correctly.
- Learn the signs and symptoms of a concussion.

WHAT SHOULD YOU DO IF YOU THINK YOUR CHILD HAS A CONCUSSION?

1. Seek medical attention right away. A health care professional will be able to decide how serious the concussion is and when it is safe for your child to return to sports.
2. Keep your child out of play. Concussions take time to heal. Don't let your child return to play until a health care professional says it's OK. Children who return to play too soon—while the brain is still healing—is a greater chance of having a second concussion. Second or later concussions can be very serious. They can cause permanent brain damage, affecting your child for a lifetime.
3. Tell your child's coach about any recent concussion. Coaches should know if your child had a recent concussion in ANY sport. Your child received in another sport or activity unless you tell the coach.

It's better to miss one game than the whole season.

For more information and to order additional materials free-of-charge, visit: www.cdc.gov/ConcussionInYouthSports

For more detailed information on concussions and traumatic brain injury, visit: www.cdc.gov/injury

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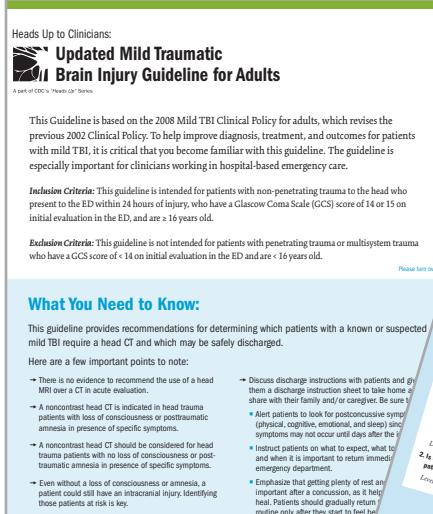
CDC

"One thing we can do to keep sports safe is to make sure we properly diagnose and manage concussions. I make sure all my staff use CDC's Heads Up materials, as I have seen first-hand how a concussion can sideline an athlete from sports, school, and even their normal daily life. This injury can have a significant impact on the way an athlete learns, thinks, acts, and feels. We need to take it seriously."

- Health Care Professional



Ad for the "Heads Up: Concussion in Youth Sports" tool kit appears in Sports Illustrated reaching over 11 million readers.

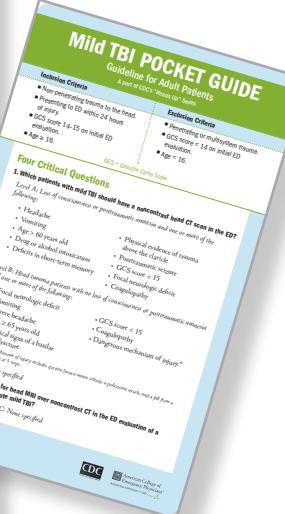
Heads Up to Clinicians:
Updated Mild Traumatic Brain Injury Guideline for Adults
 A part of CDC's Heads Up Series

Inclusion Criteria: This guideline is intended for patients with non-penetrating trauma to the head who present to the ED within 24 hours of injury, who have a Glasgow Coma Scale (GCS) score of 14 or 15 on initial evaluation in the ED, and are ≥ 16 years old.

Exclusion Criteria: This guideline is not intended for patients with penetrating trauma or multisystem trauma who have a GCS score of < 14 on initial evaluation in the ED and are < 16 years old.

Four Critical Questions

- Which patients should have a nonenhanced head CT scan in the ED?
 - Age > 65 years
 - Age > 60 years old
 - Loss of consciousness or amnesia in presence of specific symptoms
 - A noncontact head CT should be considered for head trauma patients with no loss of consciousness or post-traumatic amnesia in presence of specific symptoms
 - Even without a loss of consciousness or amnesia, a patient could still have an intracranial injury. Identifying those patients at risk is key.
 - Inform patients to visit CDC's website at www.cdc.gov/concussion for more information.
- If there is no head MRI ever nonenhanced CT is the ED evaluation of a patient with a recent mild TBI?
 - GCS score < 15
 - Cough, headache
 - Dangerous mechanism of injury*
 - Physical signs of a basilar skull fracture or other visible fracture
 - Alert patients to look for postconcussive symptoms (physical, cognitive, emotional, and sleep) and return to the ED if they occur days after the injury
 - Inform patients on what to expect, what to do, and when it is important to return to immediate emergency department
 - Emphasize that getting plenty of rest is important after a concussion, as it helps patients recover and gradually return to their routine only after they start to feel better
 - Inform patients to visit CDC's website at www.cdc.gov/concussion for more information.



Mild TBI POCKET GUIDE
 Guideline for Adult Patients
 A part of CDC's Heads Up Series

Inclusion Criteria: Nonpenetrating trauma to the head, occurring to ED within 24 hours of injury, who have a Glasgow Coma Scale (GCS) score of 14 or 15 on initial evaluation in the ED, and are ≥ 16 years old.

Exclusion Criteria: Penetrating or multisystem trauma, evaluation of multisystem trauma, evaluation of head trauma, and age < 16.

Four Critical Questions

- Which patients should have a nonenhanced head CT scan in the ED?
 - Age > 65 years
 - Age > 60 years old
 - Loss of consciousness or amnesia in presence of specific symptoms
 - A noncontact head CT should be considered for head trauma patients with no loss of consciousness or post-traumatic amnesia in presence of specific symptoms
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 - Alert patients to look for postconcussive symptoms (physical, cognitive, emotional, and sleep) and return to the ED if they occur days after the injury
 - Inform patients on what to expect, what to do, and when it is important to return to immediate emergency department
 - Emphasize that getting plenty of rest is important after a concussion, as it helps patients recover and gradually return to their routine only after they start to feel better
 - Inform patients to visit CDC's website at www.cdc.gov/concussion for more information.

Launch of the CDC/American College of Emergency Physician's "Heads Up to Clinicians" guideline for adults with mild TBI seen in emergency departments. To help disseminate information in the guideline, fact sheets and pocket cards were created for clinicians and patients. To date, over 260,000 print copies of these materials have been disseminated. The materials for patients were also incorporated into electronic medical discharge systems. These systems provide education for patients seen in the emergency department and helped reach 85% of emergency departments across the country.

SEPT 2007

AUG 2007

MAR 2008



Preventing Traumatic Brain Injury in Older Adults

Information for Family Members and Other Caregivers

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTER FOR DISEASE CONTROL AND PREVENTION



CDC launched the Heads Up initiative to help prevent fall-related TBIs among older adults, titled "Help Seniors Live Better, Longer: Prevent Brain Injury." The materials developed for this initiative include a booklet, brochure, and magnet, as well as posters and an event planning guide. To date, over 180,000 print copies of these materials have been disseminated. As part of the launch of the initiative, CDC partnered with a senior center in Lithonia, Georgia to host educational classes on fall safety, as well as a free tai chi class for older adults.

"Heads Up Washington" launched—first local Heads Up effort led by a coalition of state and local individuals and organizations led by the Brain Injury Association of Washington and the Seattle Seahawks. The launch included development of a public service announcement (PSA) that aired during Seahawks games during the 2008 season.



JULY 2008

APR 2008



First Heads Up YouTube video launched, "Keeping Quiet Can Keep You Out of the Game, Tracy's Story," reaching over 40,000 viewers.

AUG 2008

WHAT TO LOOK FOR • WHAT TO DO

THESE SIGNS AND SYMPTOMS MAY INDICATE THAT A CONCUSSION HAS OCCURRED.

SIGNS OBSERVED BY COACHING STAFF	SYMPTOMS REPORTED BY ATHLETE
Appears dazed or stunned	Headache or "pressure" in head
Confused about assignment or position	Nausea or vomiting
Forgets sports plays	Balance problems or dizziness
Is unsure of game, score, or opponent	Double or blurry vision
Answers questions slowly	Sensitivity to light
Loses consciousness (even briefly)	Sensitivity to noise
Show behavior or personality changes	Feeling sluggish, hazy, foggy or groggy
Can't recall events prior to or after hit or fall	Concentration or memory problems
Can't recall events after hit or fall	Confusion

ACTION PLAN

If you suspect that a player has a concussion, you should take the following steps:

1. Remove athlete from play.
2. Ensure athlete is evaluated by an appropriate health care professional. Do not try to judge the seriousness of the injury yourself.
3. If you suspect a concussion, ask the athlete about the known or possible concussion and give them the fact sheet on concussions.
4. Allow athlete to return to play only with permission from an appropriate health care professional.

It's better to miss one game than the whole season.

For more information and to order additional materials, free-of-charge, visit: www.cdc.gov/ConcussionInYouthSports

Heads Up and USA Hockey posters sent to ice rinks across the country. The posters include concussion signs and symptoms and the Heads Up action plan, which provides information on what to do if a concussion is suspected among a young athlete.

APR 2009

DEC 2009

HEADS UP CONCUSSION FACTS FOR COACHES

THE FACTS

- All sports have some risk.
- Most concussions occur without loss of consciousness.
- Recognition and proper response to concussions can help prevent further injury or even death.

A blow, blow, or jolt to the head can cause a concussion, as can a blow to the body. For example, a player can get a concussion from being hit in the head with a stick or ball, or from players colliding with each other.

On the lacrosse field, concussions can result from a full, being struck in the head from the stick or ball, or from players colliding with each other.

RECOGNIZING A POSSIBLE CONCUSSION

To help recognize concussions, watch for the six signs listed below. If any of these signs are present, stop play and seek medical attention immediately. See the Signs and Symptoms chart.

Athletes who experience any of the signs and symptoms listed above should be taken out of play the day of the injury and until a health care professional says it is OK to return to play. Even if the body feels fine, the brain may still be injured. It is important to let the brain rest so it can heal. Once the brain has healed, it is safe to return to play.

For more information and safety resources, visit: www.cdc.gov/Concussion and www.uslacrosse.org/safety

CDC and US Lacrosse launched the Heads Up educational materials for lacrosse coaches, parents, and athletes at the US Lacrosse National Convention.

Heads Up:

National Football League PSA

PSA developed by the National Football League launched featuring the Heads Up website and messaging from the Heads Up initiative. The PSA aired during football games throughout the 2009/2010 football season, as well as on the jumbotron in Times Square during the months of March and April.

DEC 2009

www.cdc.gov/concussion



10 Year Anniversary Viewbook

"Until my son was injured, I never knew how serious a concussion could be. I want to get the message out there. Parents need to know what to look for and that it can be a life-changing event. Everyone should use CDC's Heads Up materials to help get that message out." -Parent

CONCUSSION

A FACT SHEET FOR STUDENT-ATHLETES

WHAT IS A CONCUSSION?

A concussion is a brain injury that:

- Is caused by a blow to the head, neck, or body.
- From a fall, a hit during play, hitting a hard surface such as the ground, ice, or floor, or being hit by a piece of equipment such as a ball or paddle.
- Can change the way your brain normally works.
- Can last from a few minutes to several days.
- Patients feel differently for each athlete.
- Can happen in any sport, including football, ANY sport.
- Can happen even if you do not lose consciousness.

HOW CAN I PREVENT A CONCUSSION?

Be a good sport and follow these tips:

- Do not initiate contact with your head or helmet.
- Do not sit on the bench after a blow to the head.
- Avoid striking an opponent in the head. Undercarrying, flying elbow, stepping on a head, checking an unopposed opponent, and all other illegal acts.
- Follow your athletic department's rules for safety and the rules of the game.
- Practice good sportsmanship at all times.
- Protect and perfect the skills of the sport.

WHAT ARE THE SYMPTOMS OF A CONCUSSION?

You can't see a concussion, but you might notice some of the symptoms right away or even hours or days later. Some symptoms may show up hours or days after the injury. Concussion symptoms include:

- Confusion
- Headache
- Loss of consciousness.
- Nausea or vomiting.
- Double or fuzzy vision.
- Dizziness.
- Feeling tired.
- Slurred speech.
- Sensitivity to light or noise.
- Sensation of "ringing" in the ears (tinnitus).
- Numbness (feeling that you might vomit).
- Fainting.
- Headaches.
- Changes in memory or difficulty concentrating (forgetting game plays, facts, meeting times).
- Slowed reaction time.
- Enlarged pupils.
- Inability to move a lot of concentration, such as studying, working on the computer, or playing video games may cause increased symptoms (such as headache or tenderness) to appear or get worse.

WHAT SHOULD I DO IF I THINK I HAVE A CONCUSSION?

Don't play again until you're seen by a health care professional. Tell your athletic trainer and coach if one of your teammates might have a concussion. Symptoms of a concussion can last for days, weeks, or even months.

Report It: Do not return to participation in a game, practice or other activity with symptoms. The sooner you get checked out, the sooner you may be able to return to play. Get checked out by a health care professional. If you think you might have a concussion, you can tell him or her if you had a concussion and when you are planned to return to play. A medical professional will determine if you are ready to return to activities, your reaction time, balance, sleep and duration of recovery.

Get Help: If you have had a concussion, your brain needs time to heal. While your brain is still recovering, you are more likely to have another concussion. If you have a second concussion, repeat concussions can cause permanent brain damage, and even death. Severe brain damage can occur if you have multiple concussions.

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON. WHEN IN DOUBT, GET CHECKED OUT.

For more information and resources, visit www.NCAA.org/health-safety and www.CDC.gov/concussion.

NCAA
National Collegiate Athletic Association

Safe Kids USA is a registered service mark of the National Injury Prevention Foundation. Safe Kids USA is a registered service mark of the National Injury Prevention Foundation. © 2010 National Injury Prevention Foundation. All rights reserved.



Concussion Fact Sheet for Youth and High School Coaches

HEADS UP CONCUSSION

THE FACTS

- All concussions are serious.
- Most concussions occur without loss of consciousness.
- Recognition and proper response to concussions when they first occur can help prevent further injury or even death.

RECOGNIZING A POSSIBLE CONCUSSION

To help recognize a concussion, watch for a coach to report the following two things among your athletes:

1. A bump, blow, or jolt to the head can cause a concussion, even if the head and brain don't move much. Athletes who experience a blow to the head can also suffer a blow to the body that results in a concussion. Athletes who experience a blow to the body can also suffer a blow to the head that results in a concussion.
2. Any change in the athlete's behavior, thinking, or physical functioning that occurs after a bump, blow, or jolt to the head. This sudden movement of the brain causes the brain to move around inside the skull. Once these changes occur, the brain is more vulnerable to further injury and sensitive to any increased stress that it might receive.

Symptoms Observed by Coaching Staff

- Appears dazed or stunned (looks in glassy eyes)
- Confused about assignment or position
- Forgets plays
- In unable to concentrate
- In unable to answer questions
- Answers questions slowly
- Loses balance while walking (ataxia)
- Shows mood, behavior, or personality changes
- Can't recall events prior to hit or fall
- Can't recall events after hit or fall

Symptoms Reported by Athlete

- Headache or "pressure" in head
- Nausea or vomiting
- Balance problems or dizziness
- Double vision or blurred vision
- Sensitivity to light or noise
- Neck pain
- Concentration or memory problems
- Confusion
- Fatigue
- Headache that seems "different" or is "aching"

Safe Kids USA
www.cdc.gov/concussion

CDC partnered with the National Collegiate Athletic Association (NCAA) to test, develop, and launch educational materials for college athletes. The materials were sent to colleges and universities nationwide and the PSA airs at all NCAA tournament sites.

Heads Up and Safe Kids USA materials are launched and sent to Safe Kids chapters nationwide. These materials became an integral part of a Safe Kids Sports Safety Program that reached thousands of coaches and parents through 60+ clinics across the country led by local certified athletic trainers.

HEADS UP CONCUSSION

USA Football CDC

THE FACTS

- All concussions are serious.
- Most concussions occur without loss of consciousness.
- Recognition and proper response to concussions when they first occur can help prevent further injury or even death.

How Can I Recognize a Possible Concussion?

On the football field, concussions can result from a fall, blow, or jolt to the head or neck, or with each other, the ground, or an obstacle, such as a goalpost or a helmet. — "getting your bell rung," or what seems to be a mild bump or jolt to the head can be serious.

As a coach you are on the front line in identifying an athlete who may have suffered a concussion. You know what to look for and what constitutes a "bell rung." Athletes well and can recognize when they have suffered a concussion. If you suspect that an athlete has suffered a concussion, it is important to remove them from play with a head injury and seek medical attention.

Sometimes people who have suffered a blow to the head will continue to shake their head, or shake their head and neck, or shake their head and neck and then stop. Sometimes, they will just stop shaking their head and neck. — "getting your bell rung," or what seems to be a mild bump or jolt to the head can be serious.

A bump, blow, or jolt to the head can cause a concussion, a type of traumatic brain injury. Concussions are caused by a sudden movement of the brain inside the skull that causes the head and brain to move rapidly back and forth, thereby causing the brain to撞擊 the inside of the skull. This sudden movement of the brain causes the brain to move around inside the skull. Once these changes occur, the brain is more vulnerable to further injury and sensitive to any increased stress that it might receive.

Under a broken ankle, or other injuries you can feel with your hands, but with a head injury, a concussion is a disruption of how the brain works. It is not a "bruise to the brain."

Remember, you can't see a concussion. Like you can see a broken ankle, and there is no single indicator for a concussion. Recognizing a concussion requires watching for different types of signs or symptoms.

Heads Up and USA Football teamed up to create educational materials and a video for football coaches, parents, and athletes. Since the launch, the video for coaches has been incorporated into USA Football's required football fundamentals training for their coaches. Through coaching clinics and events, these materials have also reached thousands of coaches and parents representing about 200,000 youth football players each year.

PREVENTING SHAKEN BABY SYNDROME

A Guide for Health Departments and Community-Based Organizations

A part of CDC's "Heads Up" Series

CDC
Centers for Disease Control and Prevention
CDC.gov/HeadsUp

CDC launched the "Heads Up: Preventing Shaken Baby Syndrome" materials, which include a guide for health departments and community-based organizations, as well as for journalists. Radio PSAs and video footage were also created in English and Spanish. To date, over 8,000 print copies of these materials have been disseminated.

MAR 2010

MAR 2010

APR 2010

MAY 2010

Heads Up:

Online Training

CDC and the National Federation of State High School Associations launched the first online training on concussion for high school coaches, titled "Concussion in Sports: What You Need to Know." The training features information on how to spot a concussion and what to do if a concussion occurs. To date, over 1 million people have been trained through this course.

MAY 2010



Heads Up:

For School Professionals

CDC worked with over 30 school, health, and medical organizations to develop, test, and launch the "Heads Up to Schools: Know Your Concussion ABCs" tool kit for school professionals (K-12). The tool kit includes a fact sheet for school nurses, fact sheet for parents, fact sheet for teachers and other school professionals, as well as a magnet, poster, and signs and symptom checklist. The materials include information on how to prevent, recognize and respond to concussion, as well as how to help students return to school following a concussion.

To date, over 1.3 million print copies of the "Heads Up to Schools: Know Your Concussion ABCs" materials have been disseminated.

MAY 2010

Concussion Signs and Symptoms Checklist

DIRECTIONS

Use this checklist to monitor students who come to your office with a head injury. If a student should be referred for a minimum of 30 minutes. Check for signs or symptoms when the student arrives at your office, after 15 minutes, and at the end of 30 minutes later.

Students who experience one or more of these signs or symptoms after a bump, blow, or jolt to the head should be referred to a health care provider with expertise in evaluating for concussions. For those instances when a parent is coming to the office with their student, a health care professional observe the student for any new or existing symptoms right before:

OBSERVED SIGNS	0 MINUTES	15 MINUTES	30 MINUTES	REFERRAL
Appears dazed or stunned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confused about events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Answers questions slowly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Repeats questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can't recall events prior to hit, bump, or fall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loses consciousness (even briefly)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shows behavior or personality changes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forgets class schedule or assignments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OTHER SYMPTOMS

Headache or "pressure" in head
Nausea or vomiting
Balance problems or dizziness
Fatigue or feeling tired
Blurry or double vision
Sensitivity to light or noise
Numbness or tingling
Does not "feel right"

Heads Up to Schools: KNOW YOUR CONCUSSION ABCs

A—Assess the situation
B—Be alert for signs and symptoms
C—Contact a health care professional

What is a concussion?

A concussion is a type of brain injury that changes the way the brain normally works. A concussion is caused by a bump, blow, or jolt to the head. Concussions can also occur from a fall or blow to the body that causes the head and brain to move rapidly back and forth. Even what seems to be a mild bump to the head can be serious.

Children and adolescents are among those at greatest risk for a concussion. The potential for a concussion is highest during activities where collisions can occur such as during physical education (PE) class, at time, or school-based sports activities, or, concussions can happen any time a student comes into contact with a hard object, such as a desk, or another student's head or body. Proper recognition and response to concussion can prevent further injury and help with recovery.

THE FACTS:

- * All concussions are serious.
- * Most concussions occur

To download this fact sheet in Spanish, please visit www.cdc.gov/concussion. Your local CDC office can copy it for you.

Signs and Symptoms of a Concussion

A concussion is caused by a bump, blow, or jolt to the head. Concussions can also occur from a fall or blow to the body that causes the head to move rapidly back and forth. Even what seems to be a mild bump to the head can be serious. Be alert for **any** of the following signs and symptoms.

SIGNS OBSERVED BY SCHOOL PROFESSIONALS

- Appears dazed or stunned
- Is confused about events
- Answers questions slowly
- Repeats questions
- Can't recall events prior to hit, bump, or fall
- Can't recall events after hit, bump, or fall
- Loses consciousness (even briefly)
- Shows behavior or personality changes
- Forgets class schedule or assignments

SYMPOMTS REPORTED BY THE STUDENT

Thinking/Remembering	Physical	Emotional
• Difficulty thinking clearly	• Headache or "pressure" in head	• Irritable
• Difficulty concentrating or remembering	• Nausea or vomiting	• Sad
• Feeling more slowed down	• Balance problems or dizziness	• More emotional than usual
• Feeling sluggish, hazy, foggy, or groggy	• Fatigue or feeling tired	• Nervous

*Only ask about sleep symptoms if the injury occurred on a prior day.

What can school professionals do?

Know your Concussion ABCs:

A—Assess the situation
B—Be alert for signs and symptoms
C—Contact a health care professional

SIGNS FOR MORE INFORMATION

For more information and to order additional materials FREE-OF-CHARGE, visit: www.cdc.gov/concussion.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES CENTERS FOR DISEASE CONTROL AND PREVENTION

Heads Up to Schools: KNOW YOUR CONCUSSION ABCs

A—Assess the situation
B—Be alert for signs and symptoms
C—Contact a health care professional

What is a concussion?

A concussion is a type of brain injury that changes the way the brain normally works. A concussion is caused by a bump, blow, or jolt to the head. Concussions can also occur from a fall or blow to the body that causes the head and brain to move rapidly back and forth. Even what seems to be a mild bump to the head can be serious.

Concussions can have a more serious effect on a young developing brain and need to be addressed correctly.

SIGNS AND SYMPTOMS OF A CONCUSSION

PARENTS OR GUARDIANS

- Appears dazed or stunned
- Is confused about events
- Answers questions slowly
- Says things don't "feel right"
- Can't recall events prior to the hit, bump, or fall
- Can't recall events after the hit, bump, or fall
- Loses consciousness (even briefly)
- Shows behavior or personality changes
- Forgets class schedule or assignments

THINKING/REMEMBERING

- Difficulty thinking clearly
- Difficulty concentrating or remembering
- Feeling more slowed down
- Feeling sluggish, hazy, foggy, or groggy

Physical

- Headache or "pressure" in head
- Nausea or vomiting
- Balance problems or dizziness
- Fatigue or feeling tired
- Blurry or double vision
- Sensitivity to light or noise
- Numbness or tingling
- Does not "feel right"

Emotional

- Irritable
- Sad
- More emotional than usual
- Nervous

Sleep*

- Drowsy
- Sleeps less than usual
- Sleeps more than usual
- Has trouble falling asleep

*Only ask about sleep symptoms if the injury occurred on a prior day.

SIGNS OBSERVED BY YOUR CHILD OR TEEN

Physical

- Headache or "pressure" in head
- Nausea or vomiting
- Balance problems or dizziness
- Fatigue or feeling tired
- Blurry or double vision
- Sensitivity to light or noise
- Numbness or tingling

Emotional

- Irritable
- Sad
- More emotional than usual
- Nervous

Sleep*

- Drowsy
- Sleeps less than usual
- Sleeps more than usual
- Has trouble falling asleep

*Only ask about sleep symptoms if the injury occurred on a prior day.

What are the signs and symptoms of a concussion?

You can't see a concussion. Signs and symptoms of a concussion can appear right after an injury or may not be noticed until hours or days after the injury. It is important to watch for changes in how your child or teen is acting or feeling. If symptoms are getting worse, or if s/he just "doesn't feel right," most concussions occur without loss of consciousness.

If your child or teen reports one or more of the symptoms listed below, or if you notice the symptoms yourself, seek medical attention right away. Children and teens are among those at greatest risk for concussions.

To download this fact sheet in Spanish, please visit www.cdc.gov/concussion. Your local CDC office can copy it for you.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES CENTERS FOR DISEASE CONTROL AND PREVENTION



facebook /heads_up_2010 Target for prevention, research and recovery

BE HEADS UP!
March is BRAIN INJURY AWARENESS MONTH

CDC Heads Up – Brain Injury Awareness

Government Organization: Heads Up - Brain Injury Awareness is a program of the CDC Injury Center. For official information about brain injury go to www.cdc.gov/heads_up.
About | Report an issue | Photo | Like | Events | Map

6,967 likes · 73 talking about this · 41 were here
6 Friends · 6 like CDC Heads Up - Brain Injury Awareness

Heads Up joined Facebook and grows a fan-base of over 15,000. The page has helped create an online community for brain injury survivors, caregivers, and others who are helping spread the word about ways to help prevent this injury, as well as providing advice and tips for those living with and recovering from a brain injury.

JUNE 2010

HEADS UP CONCUSSION IN VOLLEYBALL

SIGNS AND SYMPTOMS

Athletes who experience any of the signs and symptoms listed below after a bump, blow, or jolt to the head or body may have a concussion.

Signs Observed by Coaching Staff	Symptoms Reported by Athlete
Appears dazed or stunned	Headache or "pressure" in head
Is confused about assignment or position	Nausea or vomiting
Forgets an instruction	Balance problems or dizziness
Is unsure of game, score, or opponent	Double or blurry vision
Moves clumsily	Sensitivity to light
Answers questions slowly	Sensitivity to noise
Loses consciousness (even briefly)	Feeling sluggish, hazy, foggy, or groggy
Shows mood, behavior, or personality changes	Concentration or memory problems
Can't recall events prior to hit or fall	Confusion
Can't recall events after hit or fall	Does not "feel right" or is "feeling down"

For more information and safety resources, visit: www.cdc.gov/concussion.

ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following four steps:

1. Remove the athlete from play.
2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussion. Do not try to judge the seriousness of the injury yourself.
3. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussion.
4. Keep the athlete out of play the day of the injury and until a health care professional, experienced in evaluating for concussion, says they are symptom-free and it's OK to return to play.

IMPORTANT PHONE NUMBERS

Emergency Medical Services
Name: _____
Phone: _____

Health Care Professional
Name: _____
Phone: _____

School Staff Available During Practices
Name: _____
Phone: _____

School Staff Available During Games
Name: _____
Phone: _____

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON.

JULY 2010



ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following four steps:

1. Remove the athlete from play.
2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussion. Do not try to judge the seriousness of the injury yourself.
3. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussion.
4. Keep the athlete out of play the day of the injury and until a health care professional, experienced in evaluating for concussion, says they are symptom-free and it's OK to return to play.

IMPORTANT PHONE NUMBERS

Emergency Medical Services

Name: _____

Phone: _____

Health Care Professional

Name: _____

Phone: _____

School Staff Available During Practices

Name: _____

Phone: _____

School Staff Available During Games

Name: _____

Phone: _____

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON.

Heads Up teamed up with USA Softball to launch educational materials for softball coaches, parents, and athletes. Heads Up information is also integrated into the USA Softball handbook for coaches and officials reaching thousands involved in the sport each year.

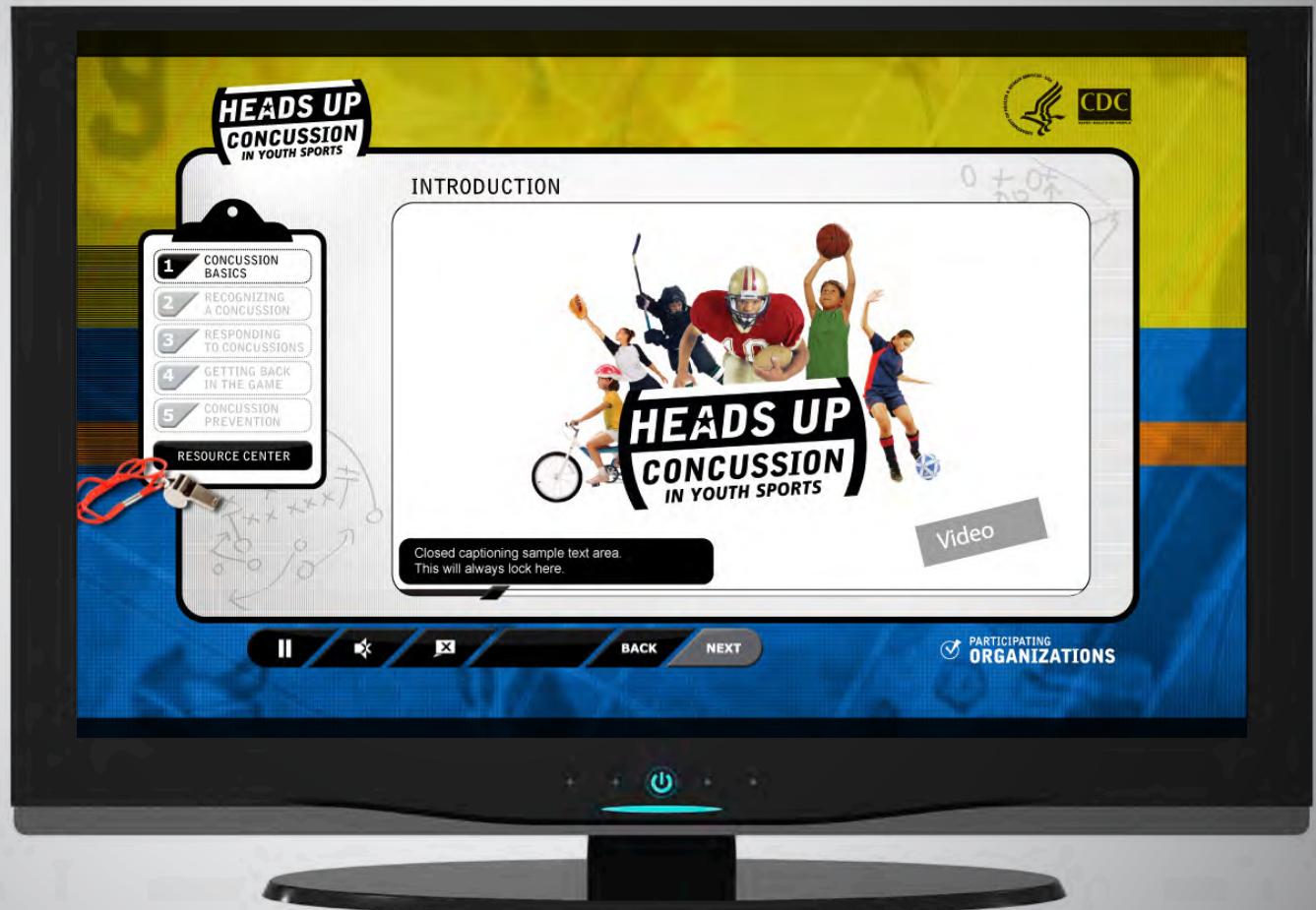
AUG 2010

Heads Up:

Online Training

CDC launched the Heads Up online training for youth sports coaches and parents in partnership with 46 participating organizations. The training is used by multiple states, leagues, organizations, and schools to implement state and local concussion in sports policies. On average, 25,000 to 35,000 individuals complete the training each month. In January 2013, the training was adapted for use on tablets and smart phones.

AUG 2010





HEADS UP
CONCUSSION

A Fact Sheet for ATHLETES

WHAT IS A CONCUSSION?
 A concussion is a brain injury that...
 • Is caused by a bump or blow to the head
 • Can change the way your brain normally works
 • Can occur during practices or games in any sport
 • Can happen even if you haven't been hit
 • Can be serious even if you just been "dinged"

WHAT ARE THE SYMPTOMS OF A CONCUSSION?
 • Headache or "pressure" in head
 • Nausea or vomiting
 • Balance problems or dizziness
 • Double or blurry vision
 • Bothered by light
 • Bothered by noise
 • Feeling sluggish, hazy, foggy, or groggy
 • Difficulty paying attention
 • Memory problems
 • Confusion
 • Does not "feel right"

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON.

For more information and to order additional materials free of charge, visit www.cdc.gov/concussion/soccer

The Heads Up soccer educational materials for coaches, parents, and athletes are launched in partnership with USA Soccer. These materials were disseminated to soccer leagues nationwide and adapted for the U.S. National Soccer team members.

USA RUGBY

ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following four steps:

1. Remove the athlete from play.
2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussion. Do not try to judge the seriousness of the injury yourself.
3. Inform the athlete's parents or guardians about the possible concussion and refer them to CDC's fact sheet on concussion.
4. Keep the athlete out of play the day of the injury and until a health care professional, experienced in evaluating for concussion, says they are symptom-free and it's OK to return to play.

IMPORTANT PHONE NUMBERS

Emergency Medical Services Name: _____ Phone: _____	Health Care Professional Name: _____ Phone: _____
League/School Staff Available During Practices Name: _____ Phone: _____	League/School Staff Available During Games Name: _____ Phone: _____

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON.



HEADS UP
CONCUSSION IN FIELD HOCKEY

SIGNS AND SYMPTOMS

Athletes who experience any of the signs and symptoms listed below after a bump, blow, or hit to the head or body may have a concussion.

Signs Observed by Coaching Staff Appears dazed or stunned Is confused about assessment or position Forgets as instruction Is unsure of the score or opponent Moves clumsily Answers questions slowly Loses consciousness (even briefly) Shows mood, behavior, or personality changes Can't recall events prior to hit or fall Can't recall events after hit or fall	Symptoms Reported by Athlete Headache or "pressure" in head Nausea or vomiting Balance problems or dizziness Double or blurry vision Sensitivity to light Sensitivity to noise Feeling sluggish, hazy, foggy, or groggy Concentration or memory problems Confusion Does not "feel right" or is "feeling down"
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ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following four steps:

1. Remove the athlete from play.
2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussion. Do not try to judge the seriousness of the injury yourself.
3. Inform the athlete's parents or guardians about the possible concussion and refer them to CDC's fact sheet on concussion.
4. Keep the athlete out of play the day of the injury and until a health care professional, experienced in evaluating for concussion, says they are symptom-free and it's OK to return to play.

IMPORTANT PHONE NUMBERS

Emergency Medical Services Name: _____ Phone: _____	Health Care Professional Name: _____ Phone: _____
League/School Staff Available During Practice Name: _____ Phone: _____	League/School Staff Available During Games Name: _____ Phone: _____

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON.

CONCUSSION
A Must Read for Young Athletes

Left: State Brain Injury Day of Play

CONCUSSION FACTS

- A concussion is a brain injury that affects how your brain works.
- A concussion is caused by a blow to the head or body.
- From contact with another person, equipment, or the ground, such as a football, soccer ball, lacrosse stick, hockey puck, or elbow.
- A concussion can happen even if you haven't been "knocked out".
- If you think you have a concussion, you should not return to play on the day of the injury and until a health care professional says it's OK.
- In rare cases, repeat concussions in young athletes can result in brain swelling or permanent damage to your brain.

WHY SHOULD I REPORT MY SYMPTOMS?

- Unlike with some other injuries, playing or practicing with concussion symptoms is dangerous and can lead to longer recovery times.
- While your brain is still healing, you are much more likely to have another concussion. Repeat concussions can increase the chance of long-term problems.
- In rare cases, repeat concussions in young athletes can result in brain swelling or permanent damage to your brain. They can even be fatal.

What Should I Do if I Think I Have a Concussion?

DON'T HIDE IT. REPORT IT.
Ignoring your symptoms and trying to "tough it out" often makes symptoms worse. Tell your coach, parent, or guardian about your symptoms so they can help you get checked out. Don't let anyone pressure you into continuing to practice or play with a concussion.

GET CHECKED OUT.
Only a health care professional can tell if you have a concussion and when it's OK to return to play.

TAKE CARE OF YOUR BRAIN.
A concussion can affect your ability to do schoolwork and other activities. Most athletes will be able to return to play without lasting harm, but it's important to let your brain heal.

REAP CONCUSSIONS!
A repeat concussion that occurs while your brain is still healing can cause long-term problems that may change your life forever.

All concussions are serious. Don't hide it, report it. Take time to recover. It's better to miss one game than the whole season.

www.cdc.gov/Concussion

CDC partnered with the NFL, NFL Players Association, and 16 governing bodies for sports to launch the "Concussion: A Must Read for Young Athletes" fact sheet and poster. The materials are hung in school and league locker rooms and included in sports registration packets sent to parents prior to the start of the sports season across the country. To date, over 600,000 print copies of these materials have been disseminated.

SEPT 2010

SEPT 2010

OCT 2010

OCT 2010

"If I knew then what I know now, I would have waited longer to go back to cheerleading after my first concussion. For others who are going through this, I want them to understand that concussion can affect your whole life."

- High School Cheerleader

The collage consists of three main images. On the left is a photo of five cheerleaders smiling. In the center is the Twitter logo. To the right is an advertisement for "HEADS UP PITTSBURGH EDUCATION & BASELINE CONCUSSION TESTING", presented by THE PITTSBURGH PENGUINS FOUNDATION AND UPMC SPORTS MEDICINE.

CDC hosted the first Heads Up Twitter Chat on concussion in sports with a panel of professional athletes and concussion experts.

"Heads Up Pittsburgh" is launched—local Heads Up effort led by the Pittsburgh Penguins Foundation and the University of Pittsburgh Medical Center. "Heads Up Pittsburgh" has been instrumental in distributing Heads Up materials in the area. The effort also offers free baseline testing to youth hockey players in the city.

HEADS UP CONCUSSION IN CHEERLEADING

SIGNS AND SYMPTOMS

Athletes who experience any of the signs and symptoms listed below after a bump, blow, or jolt to the head or body may have a concussion.

Signs Observed by Coaching Staff	Symptoms Reported by Athlete
Appears dazed or stunned	Headache or "pressure" in head
Is confused about assignment or position	Nausea or vomiting
Forgets an instruction	Balance problems or dizziness
Is unsure of routine or cheer	Double or blurry vision
Moves clumsily	Sensitivity to light
Answers questions slowly	Sensitivity to noise
Loses consciousness (even briefly)	Feeling sluggish, hazy, foggy, or groggy
Shows mood, behavior, or personality changes	Concentration or memory problems
Can't recall events prior to hit or fall	Confusion
Can't recall events after hit or fall	Does not "feel right" or is "feeling down"

For more information and safety resources, visit: www.cdc.gov/concussion.

Source: Centers for Disease Control and Prevention's (CDC) Heads Up Initiative.

Partnered with the American Association of Cheerleading Coaches and Administrators and USA Cheer to launch the Heads Up educational materials for coaches, parents, and athletes. Since then, Heads Up partners with AACCA every summer to distribute Heads Up concussion safety materials to cheer coaches and camps, reaching approximately 450,000 middle, high school all-star, and college cheerleaders each year.

JAN 2011 MAR 2011 APR 2011

Heads Up:

For Clinicians

CDC launched the "Heads Up to Clinicians: Addressing Concussion in Sports among Kids and Teens," online training for health care professionals. Created through a grant to the CDC Foundation from the National Football League, the training includes the latest information on the diagnosis and management of concussion among young athletes and provides a free continuing education opportunity for health care professionals. To date over 150,000 people have viewed the training. The training was required by medical staff for the 2012 Summer Olympic Games and is required annually for all school nurses and athletic trainers in the state of New York.

OCT 2011





HEADS UP
CONCUSSION
IN YOUTH SPORTS

BALTIMORE
RAVENS

"Heads Up Baltimore" is launched—local Heads Up effort led by the Baltimore Ravens and MedStar Health LLC. As part of this effort, Heads Up concussion educational materials were sent to coaches, parents, and athletes throughout Baltimore and community events were held to raise awareness about concussion safety.

NOV 2011

JAN 2012

FEB 2012

MAY 2012

HEADS UP
CONCUSSION
IN YOUTH SPORTS

NEBRASKA

"Heads Up Nebraska" is launched—local Heads Up effort led by the University of Nebraska, Husker Sports, Bryan LGH, Nebraska Department of Health and Human Services, Nebraska Brain Injury Association, and the Nebraska Athletic Trainers Association. With a focus on social media outreach, "Heads Up Nebraska" works with college athletes, who have lent their voices to this effort, to help educate young athletes about concussion prevention and what to do if a concussion occurs.



HEADS UP
CONCUSSION
IN YOUTH SPORTS

LIONS

SIGNS AND SYMPTOMS
These signs and symptoms may indicate a concussion has occurred.

SIGNS OBSERVED BY COACHING STAFF

- Appears dazed or stunned
- Is confused about assignment or position
- Forgets sports plays
- Is unsure of game, score, or opponent
- Has memory loss
- Answers questions slowly
- Loses consciousness (even briefly)
- Show behavior or personality changes
- Can't recall events prior to hit or fall
- Can't recall events after hit or fall

SYMPTOMS REPORTED BY ATHLETE

- Headache or pressure in head
- Nausea or vomiting
- Blurry or double vision
- Sensitivity to light or noise
- Feeling sluggish, hazy, foggy, or groggy
- Concentration or memory problems
- Confusion
- Does not "feel right"

If you suspect that a player has a concussion, you should take the following steps:

1. Remove athlete from play.
2. Ensure athlete is evaluated by an appropriate health care professional. Do not try to judge the seriousness of the injury.
3. Inform athlete's parents or guardians about the known or possible concussion and give them the fact sheet on concussions.
4. Allow the athlete to return to play only with permission from an appropriate health care professional.

IMPORTANT PHONE NUMBERS

Fill in the name and number of your local emergency medical services.
Emergency Medical Services _____
Name _____
Phone _____

Fill in the name and number of your local health care professional.
Health Care Professional _____
Name _____
Phone _____

Fill in the name and number of your local coaching staff available during practices.
Coaching Staff Available During Practices _____
Name _____
Phone _____

Fill in the name and number of your local coaching staff available during games.
Coaching Staff Available During Games _____
Name _____
Phone _____

ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following three steps:

1. Remove the athlete from play.
2. Ensure the athlete is evaluated by an appropriate health care professional. Do not try to judge the seriousness of the injury yourself. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussions.
3. Keep the athlete out of play the day of the injury and until a health care professional says it is safe. If the athlete returns to play before being cleared for concussion, says they are symptom-free and it is OK to return to play.

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON.
For more information and to order additional materials free-of-charge, visit:
www.cdc.gov/concussion www.thehealthandsafety.com

HEADS UP
CONCUSSION
IN YOUTH SPORTS

DETROIT LIONS

SIGNS AND SYMPTOMS
Athlete exhibits one or more of the signs or symptoms listed below after a bump, blow, or jolt to the head or body may have a concussion.

SIGNS OBSERVED BY COACHING STAFF

- Appears dazed or stunned
- Is confused about assignment or position
- Forgets sports plays
- Is unsure of game, score, or opponent
- Has memory loss
- Answers questions slowly
- Loses consciousness (even briefly)
- Show behavior or personality changes
- Can't recall events prior to or after hit or fall

SYMPOTMS REPORTED BY ATHLETE

- Headache or pressure in head
- Nausea or vomiting
- Dizziness or balance difficulties
- Blurry or double vision
- Sensitivity to light or noise
- Feeling sluggish, hazy, foggy, or groggy
- Concentration or memory problems
- Confusion
- Does not "feel right" or is "feeling down"

IMPORTANT PHONE NUMBERS

Emergency Medical Services _____
Name _____
Phone _____

Health Care Professional _____
Name _____
Phone _____

Coaching Staff Available During Practices _____
Name _____
Phone _____

Coaching Staff Available During Games _____
Name _____
Phone _____

ACTION PLAN

If you suspect that an athlete has a concussion, you should take the following three steps:

1. Remove the athlete from play.
2. Ensure the athlete is evaluated by an appropriate health care professional. Do not try to judge the seriousness of the injury yourself. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussions.
3. Keep the athlete out of play the day of the injury and until a health care professional says it is safe. If the athlete returns to play before being cleared for concussion, says they are symptom-free and it is OK to return to play.

IT'S BETTER TO MISS ONE GAME THAN THE WHOLE SEASON.
For more information and to order additional materials free-of-charge, visit:
www.cdc.gov/concussion www.thehealthandsafety.com

NFL launched customized Heads Up materials for every NFL team in order to incorporate Heads Up concussion education in each NFL team's community outreach events.

"My coach learned to recognize the symptoms of a concussion from these CDC materials. I am grateful for these posters and trainings now. (I feel that) I am still here today because of the efforts of the CDC."

- High School Athlete

The collage includes:

- A large background image of a youth football game.
- An inset image of a young player in a blue jersey holding a football.
- A graphic for "RAISE YOUR CONCUSSION AWARENESS" featuring USA Football and Riddell logos.
- A "ACTION PLAN" section with four steps:

 1. Remove the athlete from play. When in doubt, sit them out.
 2. Ensure that the athlete is evaluated by a health care professional experienced in evaluating for concussions. Do not try to judge the severity of the injury yourself.
 3. Inform the athlete's parents or guardians about the possible concussion and give them the fact sheet on concussions.
 4. Keep the athlete out of play the day of the injury and until an appropriate health care professional says they are symptom-free and it's OK to return to play.

- Information from the Centers for Disease Control and Prevention (CDC) website: www.cdc.gov/concussion.
- A "HEADS UP NORTHERN CALIFORNIA" fact sheet for COACHES from CDC and Kaiser Permanente. It includes sections on THE FACTS (concussions are brain injuries), WHAT IS A CONCUSSION? (concussions are injuries to the brain), RECOGNIZING A POSSIBLE CONCUSSION (signs and symptoms), and a quote: "It's better to miss one game than the whole season." (Attributed to the National Football League).
- A text box at the bottom left: "Riddell announced the launch of a new hangtag for their youth football helmets in partnership with USA Football. The hangtag includes Heads Up concussion information including concussion signs and symptoms and action plan. The hangtag is now included on all Riddell youth football helmets."
- A text box at the bottom center: "CDC's Heads Up joined with multiple sports entities and equipment manufacturers to launch a youth football safety and helmet replacement program for youth in underserved communities."

MAY 2012

MAY 2012

AUG 2012

4 QUARTERS
OF FOOTBALL HELMET SAFETY

COACHES & PARENTS

Vision – Make sure your athlete's eyes are visible and he can see straight forward and side-to-side.

Cover – The front helmet pad should cover the athlete's head from the middle of his forehead to the back of his head. The helmet should not sit too high or low. To check, make sure the ear holes line up with the athlete's ears.

Chin strap – The chin strap should be centered under the athlete's chin and fit snuggly. Although no scientific research shows that mouth guards reduce the risk of concussion, athletes should wear a mouth guard to help prevent dental or facial injuries.

Fit – The helmet should "feel" snug with no gaps between the pads and the athlete's head. The helmet should not slide on the head with the chin strap in place.

Why is the fit important? An improperly-fitted helmet can place an athlete at greater risk for injury.

helmets help reduce the risk of severe brain injury and skull fracture, but NO helmet can prevent all concussions. There is no "concussion-proof" helmet. It is important to avoid hits to the head, even when wearing a helmet.

PROPER FIT

QUARTER 1

SAFER PLAY

QUARTER 2

Make sure that your athlete:

- Practices "Heads Up" football - never lowering his head during a hit or leading with his helmet;
- Uses proper techniques in blocking and tackling; and
- Follows the rules of play and practices good sportsmanship and self-control at all times.

If you think an athlete has a concussion:

- Immediately remove the athlete from play; and
- Seek medical attention right away from a qualified and informed professional.

NEVER let an athlete return to play the day of the injury and until a qualified and informed health care provider says it is safe. Most concussions occur without loss of consciousness. Athletes can recover, taking time to rest is the best way to make sure their brain recovers.

When in doubt, the athlete should sit out and have a player assessment performed. The athlete's long-term health is more important than the outcome of a game.

Remember to teach athletes to play smart – these are their brains we're talking about! It's better to miss one game than the whole season.

The Consumer Product Safety Commission (CPSC) and CDC launched the "4 Quarters of Football Helmet Safety" pocket card for football coaches and parents. The pocket card includes tips on how to fit, care for, and clean a football helmet, as well as when it needs to be repaired or replaced. To date, over 250,000 print copies of the pocket card have been distributed nationwide.

"I received the tool kit and LOVE the materials! The clipboard and the magnet are my favorites. The fact sheets and materials are really well-done."

- Youth Sports Coach



The Heads Up brain injury awareness PSA created through a partnership between Major League Baseball (MLB) Charities, CPSC, and CDC is launched. The PSA features MLB Network's Eric Byrnes and aired on MLB Network and in stadiums during the MLB playoff games.

AUG 2012

OCT 2012



Heads Up:

Public Service Announcements

Heads Up PSAs featuring professional athletes sent to TV stations nationwide. The goal of the PSAs is to educate parents, kids, and teens about concussions and other serious brain injuries that occur both on and off the sports field. Athletes featured in the PSA include professional basketball player Luc Mbah a Moute, former professional football player Kurt Warner, former professional BMX bike rider TJ Lavin, professional baseball player Justin Morneau, U.S. Women's National Soccer Team Member Heather O'Reilly, and former professional snowboarder Kevin Pearce. To date, the PSAs have reached over 65 million viewers and counting.

JAN 2013



HEADS UP CONCUSSION

A Fact Sheet for PARENTS

WHAT ARE THE SIGNS AND SYMPTOMS OF A CONCUSSION?

Symptoms Observed by Parents or Guardians

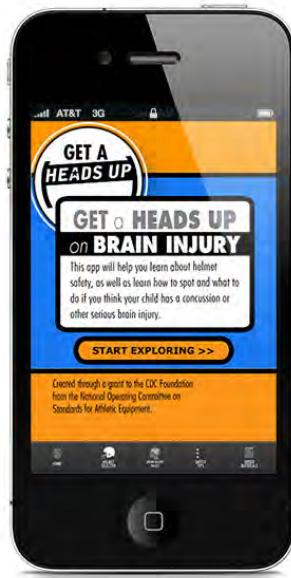
- If you suspect your child has a concussion, look for any of the following signs and symptoms of a concussion:
- Appears dazed or stunned
- Is confused about assignment or position
- Forgets recent events
- Dazed or stunned
- Loss of consciousness (even briefly)
- Shows behavior or personality changes
- Can't remember what happened to him or fall
- Can't recall events after hit or fall
- Confusion

Symptoms Reported by Athlete

- Headache or "pressure" in head
- Nausea or vomiting
- Balance problems or dizziness
- Double vision or blurry vision
- Sensitivity to light
- Sensitivity to noise
- Feeling sluggish, hazy, foggy, or groggy
- Concentration or memory problems
- Drowsiness
- Does not "feel right"

It's better to miss one game than the whole season.

For more information visit our additional resources free-of-charge at www.cdc.gov/concussion



Launch of the CDC/YMCA of the USA co-branded Heads Up concussion education materials (including fact sheets, clipboards, stickers, etc.). Anchored in more than 10,000 communities, the Y has helped get concussion education out to communities that may not have otherwise received the Heads Up messaging on preventing, recognizing, and responding to a concussion.

JAN 2013

www.cdc.gov/concussion



Launch of the CDC Foundation Heads Up app for parents. Created through a grant to the CDC Foundation from the National Operating Committee on Standards for Athletic Equipment (NOCSAE), the app teaches parents how to spot a concussion and what to do if a parent thinks their child has a concussion or other serious brain injury. Other key features include a helmet selector that helps parents find the right helmet for their child's or teen's activity, including information on what to look for, how to fit the helmet, and what to avoid. Some helmet companies now include a QR code for the app directly on their helmets to provide parents with easy access to brain injury and helmet safety information.

JULY 2013

JULY 2013

10 Year Anniversary Viewbook

Heads Up in 10 Videos launched on CDC's YouTube channel. The Heads Up in 10 videos include 10 short video segments that can be watched separately or as one video. The videos explore how to recognize a concussion, appropriately respond to it, be on the alert for other serious brain injuries, and help keep kids and teens safe from this injury. Viewers can also get pointers from professional athletes, tips from concussion experts, and stories from real-life teens and their parents.

HEADS UP CONCUSSION

IF YOU SUSPECT THAT AN ATHLETE HAS A CONCUSSION, YOU SHOULD TAKE THE FOLLOWING STEPS:

1. Remove the athlete from play.
2. Keep the athlete out of play the day of the injury.
3. Obtain permission from an appropriate health care professional that states the athlete can return to play.
4. Keep the athlete out of play the day of the injury and until a health care professional, experienced in evaluating concussions, says the athlete is symptom-free and it's OK to return to play.

HEADS UP ACTION PLAN:

- Headache or "pressure" in head
- Nausea or vomiting
- Balance problems or dizziness
- Double or blurry vision
- Sensitivity to light
- Sensitivity to noise
- Feeling sluggish, hazy, foggy, or groggy
- Confusion
- Loss of consciousness (even briefly)
- Shows mood, behavior, or personality changes
- Looks or acts differently after a fall
- Can't recall events after a fall or "feels dazed"

IMPORTANT PHONE NUMBERS:

EMERGENCY MEDICAL SERVICES	HEALTH CARE PROFESSIONAL
NAME: _____	NAME: _____
PHONE: _____	PHONE: _____

STAFF AVAILABLE DURING PRACTICES

NAME: _____	NAME: _____
PHONE: _____	PHONE: _____

JOIN THE CONVERSATION AT www.facebook.com/CDCHeadsUp

TO LEARN MORE >> WWW.CDC.GOV/CONCUSSION

Content Source: CDC's Heads Up Program. Created through a grant to the CDC Foundation from the National Operating Committee on Standards for Athletic Equipment (NOCSAE).

AUG 2013





For more information on CDC's Heads Up and to access concussion
educational materials and resources,
visit www.cdc.gov/Concussion, contact CDC at cdcinfo@cdc.gov
1-800-CDC-INFO (232-4643) TTY 1-888-232-6348.