

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

Heads Up: Preventing Concussion

A concussion is a brain injury. Concussions are caused by a bump, blow, or jolt to the head. They can range from mild to severe and can disrupt the way the brain normally works.

Most people will only experience symptoms from a concussion for a short period of time, but sometimes concussion can lead to long-lasting problems. The best way to protect yourself and your family from concussions is to prevent them from happening.

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 belt in the car fit properly, typically when they are approximately 4'9" tall.
- Never drive while under the influence of alcohol or drugs.
- 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;
 - Running and running bases in baseball or softball;
 - Riding a horse; or
 - Skiing, sledging, or snowboarding.
- Ensure that during athletic games 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; and
 - 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 bathroom and on shower floors;
 - Installing grab bars next to the toilet and in the tub or shower;
 - Installing handrails on both sides of stairways;
 - Improving lighting throughout the home; and
 - 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;
 - Using safety gates at the top and bottom of stairs when young children are around;
 - Keeping stairs clear of clutter;
 - Securing rugs and using rubber mats in bathtubs; and
 - Not allowing children to play on fire escapes or on other unsafe platforms.
- Make sure the surface on your child's playground is made of shock-absorbing material, such as hardwood mulch or sand, and is maintained to an appropriate depth.



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

WORK VERSION

Date of Injury: _____ ID#/R# _____

You have been diagnosed with a concussion (also known as a mild traumatic brain injury). This personal card is designed to help speed your recovery. Your careful attention to it can also prevent further symptoms and return to activities.

Read it the day you should not participate in any high risk activities (e.g., sports, physical education (PE), etc.) if you still have any of the symptoms below. It is important to limit activities that require a lot of thinking (e.g., homework, job-related activities), as this can also make your symptoms worse. If you no longer have a concussion (no more symptoms), you can slowly and carefully return to work, school, or sports. You should not return to work, school, or sports until you have been evaluated and given permission by an appropriate health care professional.

| Today the following symptoms are present (circle or check) | | No reported | |
|--|----------------------|--------------------------|------------------------|
| Physical | | Thinking | |
| Headaches | Sensitivity to light | Feeling mentally foggy | Irritability |
| Nausea | Sensitivity to noise | Problems concentrating | Sadness |
| Fatigue | Numbness/tingling | Problems remembering | Feeling more emotional |
| Visual problems | Vertigo | Feeling more slowed down | Nervousness |
| Balancing problems | Dizziness | | Trouble falling asleep |

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

| Headaches that worsen | Loss of consciousness | Can't recall events or people | Unusual behavior |
|--------------------------------------|-----------------------|-------------------------------|-----------------------|
| Seizures | Repeated vomiting | Increasing confusion | Worsening headache |
| Weakness or numbness in arms or legs | Slurred speech | Loss of consciousness | Loss of consciousness |

Returning to Daily Activities

- Get lots of rest. Be sure to get enough sleep at night—no late nights. Keep the same bedtime weekdays or weekends.
- Take daytime naps or rest breaks when you feel tired or fatigued.
- Limit physical activity as well as activities that require a lot of thinking or concentration. These make symptoms worse.**
 - Physical activity includes PE, sports practices, weight-training, running, exercising, heavy lifting, or strenuous concentration activities (e.g., homework, classroom load, job-related activity).
 - Thinking and concentration activities (e.g., homework, classroom load, job-related activity).
- Drink lots of fluids and eat carbohydrates or protein to maintain appropriate blood sugar levels.
- As symptoms decrease, you may begin to gradually return to your daily activities. If symptoms return, lessen your activities. Then try again to increase your activities gradually.**
- 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 would like to be.
- Repeated evaluation of your symptoms is recommended to help guide recovery.

1. planning to return to work should be based on the advice of an appropriate health care professional.

2. Limiting the amount of work you do soon after a concussion is important. Do not return to work on the day of the concussion. Return to work with the following schedule considerations:

- Shortened work day
- Allow for breaks when symptoms worsen
- Reduced task assignments and responsibilities

This form is part of the "Heads Up: Brain Injury in Your Practice" tool kit developed by the Centers for Disease Control and Prevention.

Facts for Health Care Professionals



Heads Up Facts for Physicians About Mild Traumatic Brain Injury (MTBI)

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

CDC Concussion in Sports

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) | |

¹ "Your Practice" tool kit developed by the Centers for Disease Control and Prevention.

Facts about Concussion and Brain Injury WHERE TO GET HELP



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

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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

HEADS UP CONCUSSION IN HIGH SCHOOL SPORTS
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION

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.

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

- Remove the athlete from play.
- Ensure that the athlete is evaluated by a health care professional experienced in evaluating concussion. 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 concussion.
- 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 may not appear to be noticed until days after the injury. It's vital that signs and symptoms of concussion listed below are noticed as soon as possible. Keep your teen out of play and seek medical attention right away.

| 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" |

How can you help your teen prevent a concussion?
Every sport is different, but there are steps your teens can take to protect themselves from concussion and other injuries. Make sure they wear the right protective equipment for their sport.

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 be:
 - The right equipment for the game, position, or activity
 - Worn 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.

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.

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."

 All concussions are serious. A concussion can affect your ability to do schoolwork and other activities (such as playing video games, working on a computer, as playing video games, working on a computer, studying, driving, or exercising). Most people with a concussion get better, but it is important to give your brain time to heal.

What should I do if I think I have a concussion?

- Tell your coaches and your parents.** Never ignore a bump or blow to the head even if you feel fine. Also, tell your coach right away if you think you have a concussion or if one of your teammates might have a concussion.
- Get a medical check-up.** A doctor or other health care professional can tell if you have a concussion and when it is OK to return to play.
- Give yourself time to get better.** If you have a concussion, your brain needs time to heal. While your concussion, your brain needs time to heal. While your concussion, Repeat concussions can increase another concussion. Repeat concussions can increase the time it takes for you to recover and may cause more damage to your brain. It is important to rest and not return to play until you get the OK from your health care professional that you are symptom-free.

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 be:
 - The right equipment for the game, position, or activity
 - Worn 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.

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.

All concussions are serious. If you think you have a CONCUSSION:

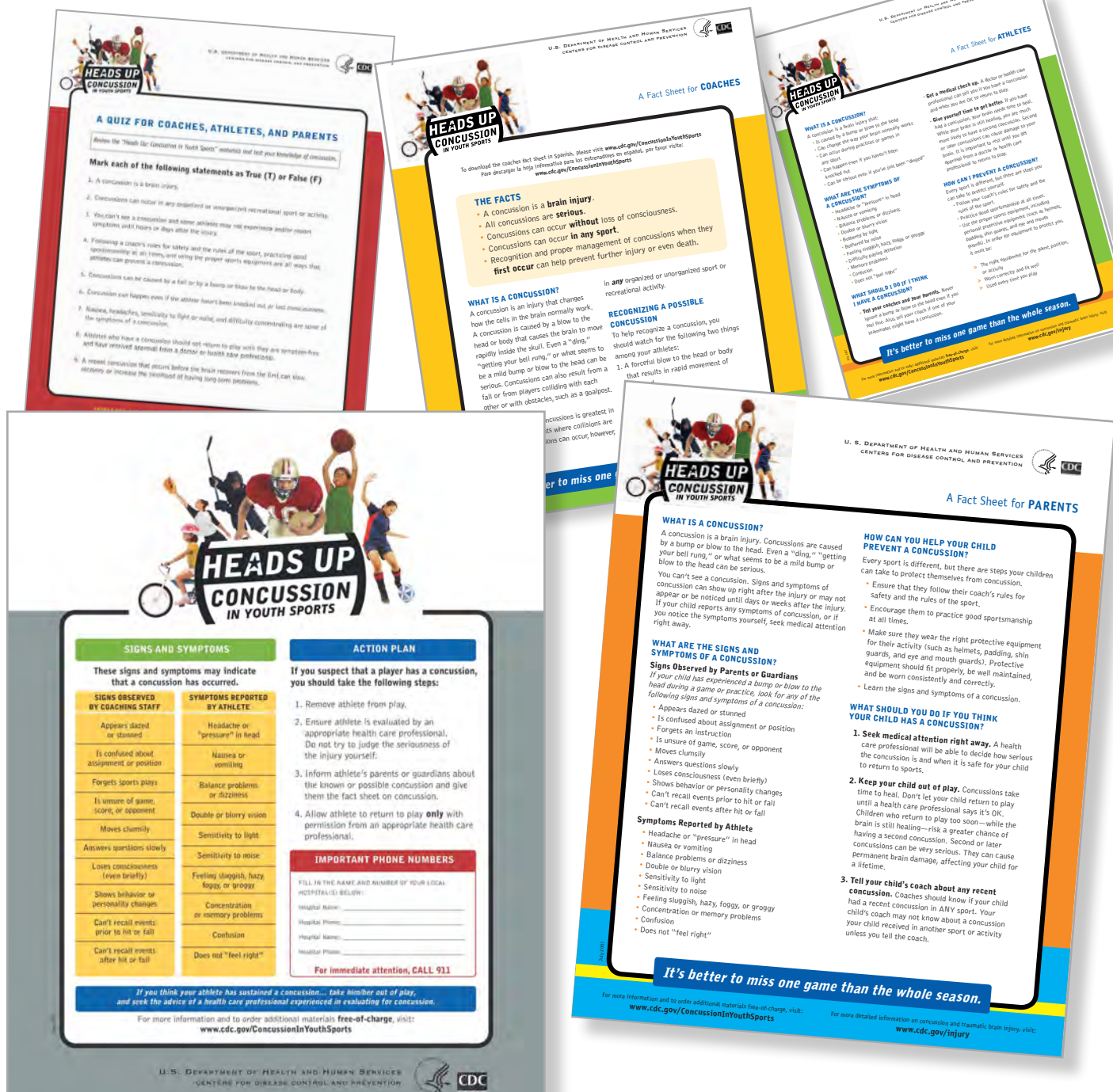
- * Don't hide it.
- * Report it.
- * Take time to recover.

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.

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

“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



First Heads Up radio media tour takes place reaching over 30 million listeners.

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

This Guideline is based on the 2008 Mild TBI Clinical Policy for adults, which revises the previous 2002 Clinical Policy. To help improve diagnosis, treatment, and outcomes for patients with mild TBI, it is critical that you become familiar with this guideline. The guideline is especially important for clinicians working in hospital-based emergency care.

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.

What You Need to Know:

This guideline provides recommendations for determining which patients with a known or suspected mild TBI require a head CT and which may be safely discharged.

Here are a few important points to note:

- There is no evidence to recommend the use of a head MRI over a CT in acute evaluation.
- A noncontrast head CT is indicated in head trauma patients with loss of consciousness or post-traumatic amnesia in presence of specific symptoms.
- A noncontrast 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 these patients at risk is key.
- A patient with an isolated mild TBI and a negative CT is at minimal risk for developing an intracranial lesion and may be safely discharged.
- Discuss discharge instructions with patients and give them a discharge instruction sheet to take home or share with their family and/or caregiver. Be sure to:
- Alert patients to look for postconcussive symptoms (physical, cognitive, emotional, and sleep) since symptoms may not occur until days after the injury.
- Instruct patients on what to expect, what to do, and when it is important to return immediately to emergency department.
- Emphasize that getting plenty of rest is an important after a concussion, as it helps heal. Patients should gradually return to routine only after they start to feel better.
- Inform patients to visit CDC's website 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.



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

SEPT 2007

AUG 2007

MAR 2008



Preventing Traumatic Brain Injury in Older Adults

Information for Family Members and Other Caregivers

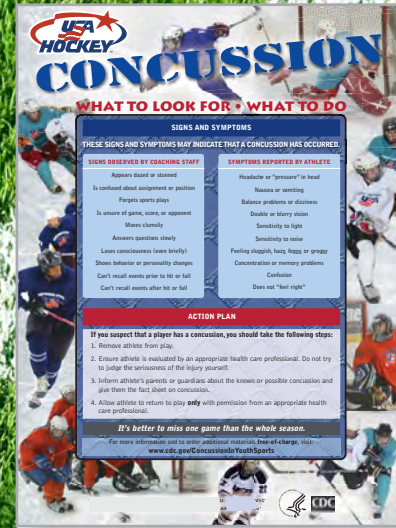
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



"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.



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



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.



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

APR 2008

JULY 2008

AUG 2008

APR 2009

DEC 2009

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 or body
- Forces contact with another player, hitting a hard surface such as the ground, or a fall or collision that causes rapid movement of the head, torso or neck or sudden flexion or extension of the neck
- Can change the way your brain normally works
- Can range from mild to severe
- Personalized differently for each athlete
- Can occur during practice or competition in ANY sport
- Can happen even if you do not lose consciousness

HOW CAN I PREVENT A CONCUSSION?

Build up your core to help protect yourself from concussions.

- Do not return to contact with your head or helmet. You can still get a concussion if you are wearing a helmet!
- Avoid drilling an opponent in the head. Undercutting, flying elbows, slipping or tripping, shoving or intentional opponents, and sticks to the head all cause concussions.
- Follow your athletic department's rules for safety and the rules of the sport.
- Practice good sportsmanship at all times.
- Practice 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. Other symptoms can occur hours or days after the injury.

Other symptoms include:

- Headache
- Dizziness
- Loss of consciousness
- Balance problems or dizziness
- Double or blurry vision
- Sensitivity to light or noise
- Changes in sleep (too much or too little)
- Feeling sluggish, foggy or groggy
- Difficulty concentrating
- Irritability or "short" temper (forgetting game plays, facts, missing team)
- Slowed reaction time

Exercise or activities that involve a lot of concentration, such as studying, working on the computer, or driving, might give you some concussion symptoms (such as headache or dizziness) to begin with or get worse.

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

Don't play! If you think you have a concussion, stop playing the game. Tell your athletic trainer and coach. Never ignore a blow to the head. Also tell your athletic trainer and coach if one of your teammates might have a concussion. Sports have injury prevention and player responsibilities on their own set of rules and rules.

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 can get back to playing. Get checked out. Your team physician, athletic trainer, or health care professional can tell you if you have had a concussion and when you are cleared to return to play. A concussion can affect your ability to perform over the long term, your reaction time, balance, sleep and attention performance.

Take time to recover. If you have had a concussion, your brain needs time to heal. While your brain is still healing, you are much more likely to have a repeat concussion. In one case, repeat concussions can cause permanent brain damage and even death. Some brain injury can change your whole life.

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.

Concussion Fact Sheet for Youth and High School Coaches

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.

There's no doubt about it: sports are a great way for kids and teens to stay healthy while learning important team-building skills. But there are risks to pushing the limits of speed, strength, and endurance. And athletes who push the limits sometimes don't recognize their own limitations—especially when they've had a concussion.

That's where you come in. It's up to you, as a coach, to help recognize concussion and make the call to pull an athlete off of the field if you think an athlete might have one. Playing with a concussion can lead to long-term problems. It can even be fatal.

What is a Concussion?

A bump, blow, or jolt to the head can cause a concussion, a type of traumatic brain injury. Concussions can also occur from a blow to the body that causes the head and brain to move rapidly back and forth—causing the brain to bounce around or twist within the skull. This sudden movement of the brain causes stretching, damaging the cells and creating chemical changes in the brain. One these changes occur, the brain is more vulnerable to further injury and sensitive to any increased stress until it fully recovers.

Unlike a broken ankle, or other injuries you can feel with your hands, or see on an x-ray, a concussion is a disruption of how the brain works. It's not a "bruise" to the brain.

RECOGNIZING A POSSIBLE CONCUSSION

To help recognize a concussion, watch for an athlete who reports the following from things around your athletes:

1. A hard bump, blow, or jolt to the head or body that results in rapid movement of the head.
2. Any change in the athlete's behavior, thinking, or physical functioning, in any other signs or symptoms or concerns (such as the signs and symptoms chart below).

And—

• Athletes who experience one or more of the signs and symptoms listed below after a bump, blow, or jolt to the head or body should be kept out of the play for the rest of the day and sent an appropriate health care professional when they are completely free and able to return to play.

| Signs Observed by Coaching Staff | Symptoms Reported by Athlete |
|--|---|
| <ul style="list-style-type: none"> • Appeared dazed or stunned (such as glassy eyes) • Was confused about assignment or position • Forgot an instruction or play • Had trouble with attention • Moved clumsily or lost balance • Answered questions slowly • Had concentration or memory problems • Showed mood, behavior, or personality changes • Didn't recall events prior to hit or fall • Didn'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 • Feeling sluggish, hazy, foggy, or groggy • Concentration or memory problems • Confusion • Feeling more emotional, nervous, or anxious • Dizziness "not" head right" or is "feeling weird" |

HEADS UP CONCUSSION IN FOOTBALL

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.

There's no doubt about it: sports are a great way for kids and teens to stay healthy while learning important team-building skills. But there are risks to pushing the limits of speed, strength, and endurance. And athletes who push the limits sometimes don't recognize their own limitations—especially when they've had a concussion.

That's where you come in. It's up to you, as a coach, to help recognize concussion and make the call to pull an athlete off of the field if you think an athlete might have one. Playing with a concussion can lead to long-term problems. It can even be fatal.

How Can I Recognize a Possible Concussion?

On the football field, concussions can result from a fall or from players colliding with each other, the ground, or an obstacle, such as a teammate. Even a "blow" "spitting your helmet," or what seems to be a mild bump or blow 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 can also occur from a blow to the body that causes the head and brain to move rapidly back and forth—causing the brain to bounce around or twist within the skull. This sudden movement of the brain causes stretching, damaging the cells and creating chemical changes in the brain. One these changes occur, the brain is more vulnerable to further injury and sensitive to any increased stress until it fully recovers.

Unlike a broken ankle, or other injuries you can feel with your hands, or see on an x-ray, a concussion is a disruption of how the brain works. It's not a "bruise" to the brain.

How Can I Recognize a Possible Concussion?

On the football field, concussions can result from a fall or from players colliding with each other, the ground, or an obstacle, such as a teammate. Even a "blow" "spitting your helmet," or what seems to be a mild bump or blow 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 can also occur from a blow to the body that causes the head and brain to move rapidly back and forth—causing the brain to bounce around or twist within the skull. This sudden movement of the brain causes stretching, damaging the cells and creating chemical changes in the brain. One these changes occur, the brain is more vulnerable to further injury and sensitive to any increased stress until it fully recovers.

Unlike a broken ankle, or other injuries you can feel with your hands, or see on an x-ray, a concussion is a disruption of how the brain works. It's not a "bruise" to the brain.

PREVENTING SHAKEN BABY SYNDROME

A Guide for Health Departments and Community-Based Organizations

A part of CDC's Heads Up Series

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 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.

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

Student's Name: _____ Student's Grade: _____ Date/Time of Injury: _____

Where and when injury occurred: _____

Description of injury: _____

Directions: Use this checklist to monitor students who come to your office with a head injury. Students should be monitored for a minimum of 30 minutes. Check for signs or symptoms when the student first arrives at your office, fifteen minutes later, and at the end of 30 minutes.

| OBSERVED SIGNS | 0 MINUTES | 15 MINUTES | 30 MINUTES | 30 MINUTES LATER |
|---|-----------|------------|------------|------------------|
| Appears dazed or stunned | | | | |
| Is confused about events | | | | |
| Answers questions slowly | | | | |
| Repeats questions | | | | |
| Can't recall events prior to the hit, bump, or fall | | | | |
| Can't recall events after the hit, bump, or fall | | | | |
| Shows behavior or personality changes | | | | |
| Forgets class schedule or assignments | | | | |
| 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" | | | | |

Students who experience one or more of the signs or symptoms of concussion after a bump, blow, or concussion to the head should be referred to a health care professional with experience in evaluating for concussion. For those instances where a parent is coming to take the student to a health care professional, observe the student for any new or worsening symptoms right before the health care professional arrives.

Heads Up to Schools: KNOW YOUR CONCUSSION ABCs

Assess the situation
Be alert for signs and symptoms
Contact a health care professional

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
- Shows behavior or personality changes
- Forgets class schedule or assignments

SYMPTOMS REPORTED BY THE STUDENT

- | | | |
|--|--|---|
| Thinking/Remembering <ul style="list-style-type: none"> • Difficulty thinking clearly • Difficulty concentrating or remembering • Feeling more slowed down • Feeling sluggish, hazy, foggy, or groggy | Physical <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Irritable • Sad • More emotional than usual • Nervous |
| Sleep* <ul style="list-style-type: none"> • 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 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

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

Assess the situation
Be alert for signs and symptoms
Contact a health care professional

A Fact Sheet for Teachers, Counselors, and School Professionals

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 high during activities where collisions can occur, such as during physical education (PE) class, and time, or school-based sports activities. In addition, concussions can happen any time a student's head 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 during activities where collisions can occur, such as during physical education (PE) class, and time, or school-based sports activities.

Heads Up to Schools: KNOW YOUR CONCUSSION ABCs

Assess the situation
Be alert for signs and symptoms
Contact a health care professional

A Fact Sheet for School Nurses

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.

How can I recognize a concussion?

To help you recognize a concussion, ask the injured student or witness of the incident about:

1. Any kind of forceful blow to the head or to the body that resulted in rapid movement of the head. -and-
2. Any change in the student's behavior, thinking, or physical functioning. (See the signs and symptoms of concussion.)

THE FACTS:

- All concussions are serious.
- Most concussions occur during activities where collisions can occur, such as during physical education (PE) class, and time, or school-based sports activities.
- Recognition and proper response to concussion can help aid recovery and prevent further injury, or even death.

Heads Up to Schools: KNOW YOUR CONCUSSION ABCs

Assess the situation
Be alert for signs and symptoms
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 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 child's developing brain and need to be addressed correctly.

What are the signs and symptoms of a concussion?

You can't see a concussion. Signs and symptoms of concussion can show up 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, without loss of consciousness.

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

SIGNS OBSERVED BY PARENTS OR GUARDIANS

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

SYMPTOMS REPORTED BY YOUR CHILD OR TEEN

- | | | |
|--|--|---|
| Thinking/Remembering <ul style="list-style-type: none"> • Difficulty thinking clearly • Difficulty concentrating or remembering • Feeling more slowed down • Feeling sluggish, hazy, foggy, or groggy | Physical <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Irritable • Sad • More emotional than usual • Nervous |
| Sleep* <ul style="list-style-type: none"> • 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.

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



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" |

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: _____

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

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

Heads Up materials for volleyball coaches, parents, and athletes launched with USA Volleyball. The posters were disseminated to youth volleyball programs and hung in schools and locker rooms across the country.

JULY 2010

USA Softball
THE NATIONAL GOVERNING BODY OF SOFTBALL

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. It 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 knocked out
- Can be serious even if you've 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"

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

- Tell your coaches, parents and athletic trainer. Never ignore a bump or blow to the head even if you feel fine. Also, tell your coach if one of your teammates might have a concussion.
- Get a medical check up. A doctor or health care professional with knowledge in concussion management can tell you if you have a concussion and when you are OK to return to play.
- Give yourself time to get better. If you have had a concussion, your brain needs time to heal. While your brain is still healing, you are much more likely to have a second concussion. Second or later concussions can cause damage to your brain. It is important to rest until you get approval from a doctor or health care professional to return to play.

HOW CAN I PREVENT A CONCUSSION?

Every sport is different, but there are steps you can take to protect yourself for safety:

- Follow your coach's rules for safety and the rules of the sport.
- Practice good sportsmanship at all times.

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

For more information, including CDC's concussion fact sheet for coaches, visit www.cdc.gov/concussion/coaches. For more detailed information, go to www.cdc.gov/concussion.

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.

SEPT 2010

USA RUGBY

ACTION PLAN

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

- Remove the athlete from play.
- 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.
- Inform the athlete's parents or guardians about the possible concussion and refer them to CDC's fact sheet on concussion.
- 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.

© September 2010

Heads Up and USA Rugby teamed up to create educational materials for rugby coaches, parents, and athletes.

SEPT 2010

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 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 the 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" |

ACTION PLAN

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

- Remove the athlete from play.
- 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.
- Inform the athlete's parents or guardians about the possible concussion and refer them to CDC's fact sheet on concussion.
- 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.

© October 2010

Materials for field hockey coaches, parents, and athletes launched with USA Field Hockey and distributed to programs nationwide.

OCT 2010

CONCUSSION A Must Read for Young Athletes

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 or an object striking the head.
- A concussion can happen even if you haven't been knocked unconscious.

CONCUSSION SYMPTOMS

- Headache
- Confusion
- Double or blurry vision
- Feeling sluggish, hazy, foggy, or groggy
- Difficulty paying attention
- Memory problems
- Confusion
- Does not "feel right" or is "feeling down"

WHY SHOULD I REPORT MY SYMPTOMS?

- Like with some other injuries, playing or practicing with concussion symptoms is dangerous and can lead to a longer recovery and a delay in your return to play.
- While your brain is still healing, you are much more likely to have another concussion. Repeat concussions can increase the time it takes for you to recover and the likelihood of long-term problems.
- In rare cases, repeat concussions in young athletes can result in brain swelling or permanent damage to your brain. This can even be fatal.

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

DON'T HIDE IT. Ignoring your symptoms and trying to "tough it out" often makes symptoms worse. Tell your coach, parent, and athletic trainer if you think you or one of your teammates may have a concussion. 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. Sports have injury timeouts and injury timeouts in that you can get checked out and the team can perform at its best. The sooner you get checked out, the sooner you may be able to safely return to play.

TAKE CARE OF YOUR BRAIN. A concussion can affect your ability to do schoolwork and other activities. Most athletes with a concussion get better and return to sports, but it is important to rest and give your brain time to heal. 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.

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.

www.cdc.gov/concussion

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



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

HEADS UP PITTSBURGH

EDUCATION & BASELINE CONCUSSION TESTING

PRESENTED BY
THE PITTSBURGH PENGUINS FOUNDATION AND UPMC SPORTS MEDICINE

“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

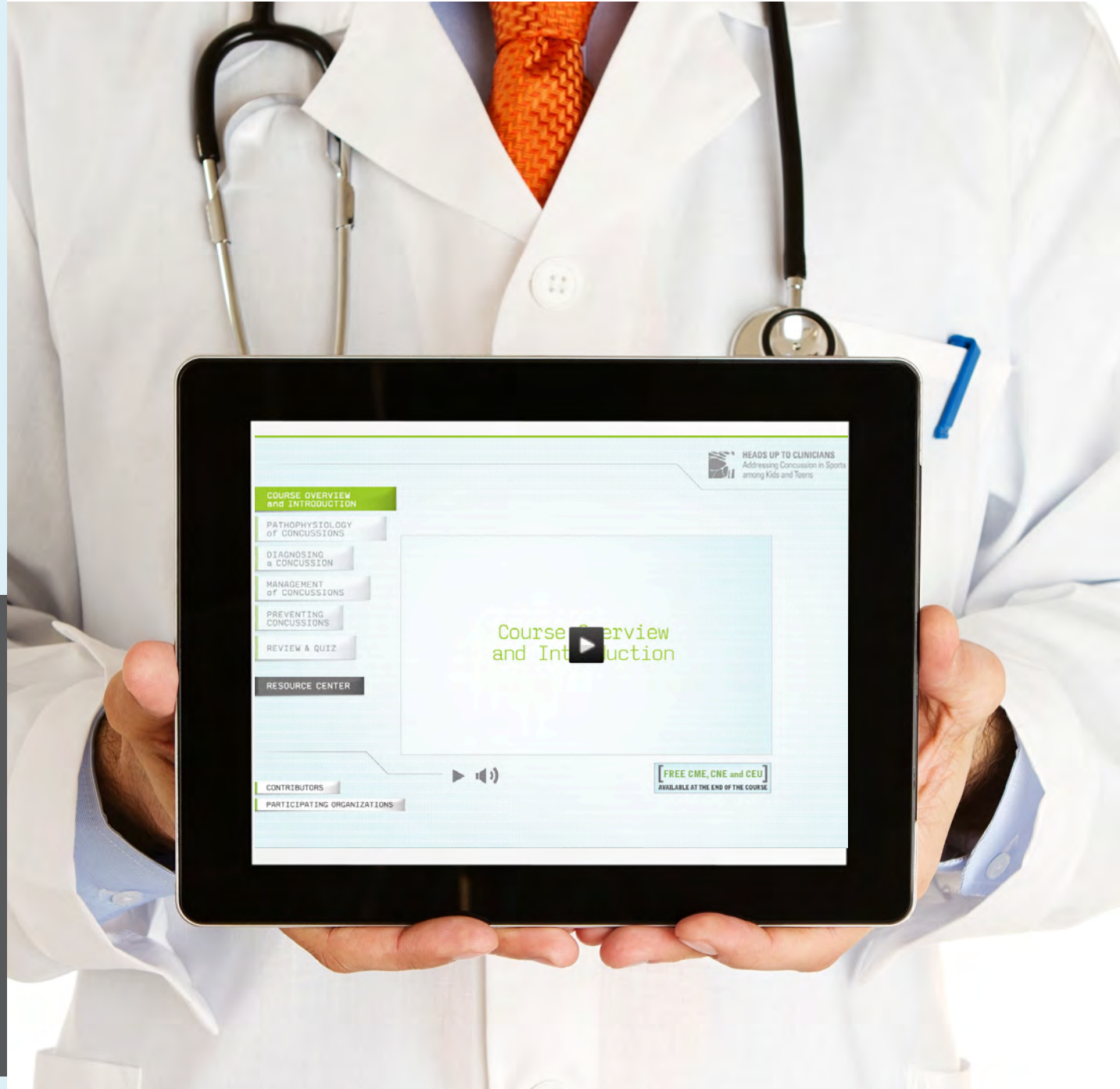
MAR 2011

APR 2011

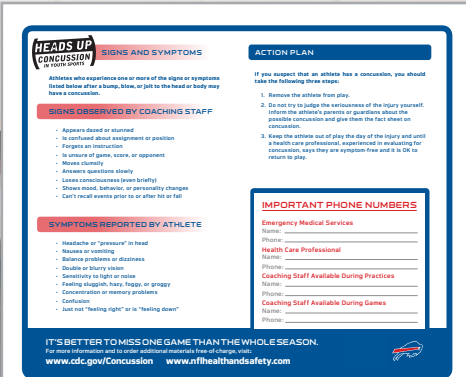
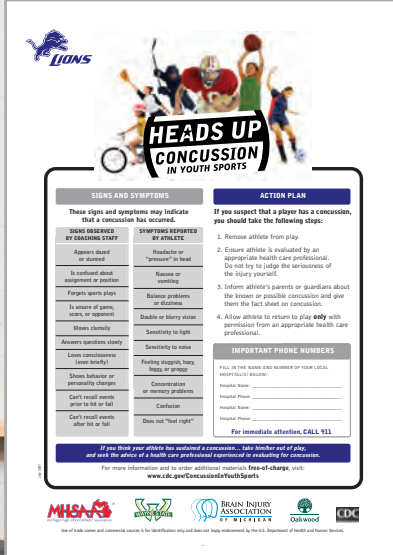
Heads Up:

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 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.

"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 Michigan" is launched—local Heads Up effort led by Wayne State University, Detroit Lions, Oakwood Hospital, Michigan High School Athletics Association, and the Brain Injury Association of Michigan. As part of this effort, young athletes throughout the state receive concussion education through the Detroit Lions summer and football camps.

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.

NOV 2011

JAN 2012

FEB 2012

MAY 2012

“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



RAISE YOUR CONCUSSION AWARENESS

USA Football
Riddell
PROTECT. PERFORM.

ACTION PLAN
If you suspect that an athlete has a concussion you should take the following 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.

Reference: <http://www.cdc.gov/concussion/>

All information presented is provided by the Centers for Disease Control and Prevention (CDC).
Visit www.usafootball.com/concussions for more information.

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.

MAY 2012



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



HEADS UP NORTHERN CALIFORNIA

A Fact Sheet for COACHES

To download the coaches fact sheet in Spanish, please visit www.cdc.gov/ConcussionYouthSports
Para descargar la hoja informativa para los entrenadores en español, por favor visite: www.cdc.gov/ConcussionYouthSports

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.

RECOGNIZING A POSSIBLE CONCUSSION
To help recognize a concussion, you should watch 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.
2. **Any change** in the athlete's behavior, thinking, or physical functioning. (See the signs and symptoms of concussion listed on the next page.)

-and-
The potential for concussions is greatest in athletic environments where collisions are common.¹ Concussions can occur, however, in **any** organized or unorganized sport or recreational activity. As many as 3.8 million sports- and recreation-related concussions occur in the United States each year.²


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

“Heads Up Northern California” is launched—local Heads Up effort led by Kaiser Permanente in Northern California. “Heads Up Northern California” provides Heads Up fact sheets to patients seen in all pediatric and emergency care clinics in the area and is working with partners in the community to provide the materials to thousands of athletes, coaches, and health care professionals.

AUG 2012

4 QUARTERS

OF FOOTBALL HELMET SAFETY



COACHES & PARENTS

PROPER FIT

QUARTER 1

1

VISION – Make sure your athlete’s eyes are visible and he can see straight forward and side to side.

Coverage – 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 snugly. 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.

Helmet pads help reduce the risk of severe brain injury and skull fracture, but NO helmet can prevent all concussions. There is no “concussion-proof” helmet and a helmet doesn’t make you invincible to other injuries. It is important to avoid hits to the head, even when wearing a helmet.

SAFER PLAY

QUARTER 2

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.

• Learn concussion signs and symptoms and how to respond.

If you think an athlete has a concussion:

1. Immediately remove the athlete from play; and
2. 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 professional says it’s OK. Although most athletes with concussion eventually recover, taking time to rest is the best way to make sure his 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.

“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



HEADS UP

CDC.GOV/
TRAUMATICBRAININJURY

MLB CHARITIES CPSC CDC

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

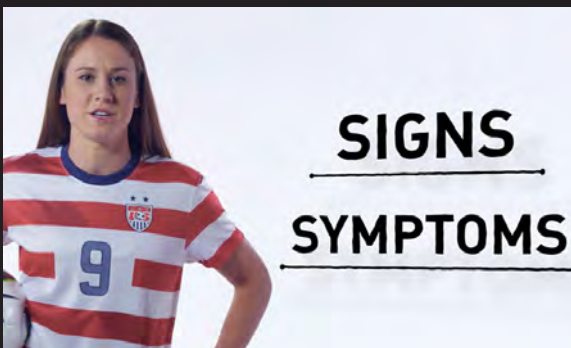
OCT 2012

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



WHAT IS A CONCUSSION?
A concussion is a brain injury. Concussions are caused by a bump or blow to the head. Even a "flop," "spitting your teeth out," or what seems to be a mild bump or blow to the head can be serious.

HOW CAN YOU HELP YOUR CHILD PREVENT A CONCUSSION OR OTHER SERIOUS BRAIN INJURY?
Every sport is different, but there are steps your children can take to protect themselves from concussion.

WHAT ARE THE SIGNS AND SYMPTOMS OF A CONCUSSION?
Signs Observed by Parents or Guardians
If your child has experienced a bump or blow to the head during a game or practice, look for any of the following signs and symptoms of a concussion:

- Appears dazed or stunned
- Is confused about assignment or position
- Forgets an instruction
- Is unsure of game, score, or opponent
- Moves clumsily
- Answers questions slowly
- Loss of consciousness (even briefly)
- Shows behavior or personality changes
- Can't recall events prior to or after the incident

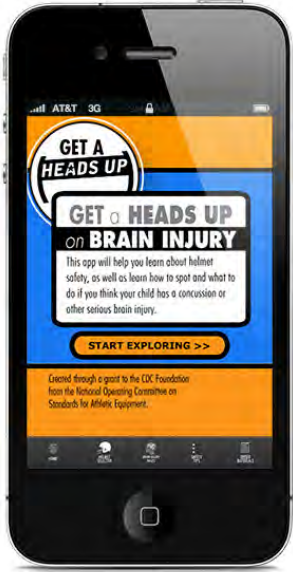
Symptoms Reported by Athlete

- 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"

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

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.



CONCUSSION in SPORTS

STATISTICS
MORE THAN 170,000 KIDS AND TEENS are treated each year for sports- or recreation-related traumatic brain injuries, including concussions.

WHEN IN DOUBT >> SIT THEM OUT!

WHEN APPROPRIATE MAKE SURE AN ATHLETE USES THE CORRECT HELMET FOR THEIR ACTIVITY.

LEARN CONCUSSION SIGNS AND SYMPTOMS

IF YOU THINK AN ATHLETE HAS A CONCUSSION
USE THE HEADS UP ACTION PLAN

- 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 to return to play.

HELP KEEP ATHLETES SAFE from CONCUSSIONS AND OTHER SERIOUS BRAIN INJURIES

LEARN MORE AT: www.cdc.gov/Concussion

First Heads Up info-graphic posters focusing on helping to keep kids and teens safe from concussion and other serious brain injuries are launched. The posters include the signs and symptoms of concussion, what to do if you think your child has a concussion, and safety tips to help keep kids and teens safe from concussion and other injuries on and off the sports field.

GET A HEADS UP **WHAT IS A CONCUSSION?**

Created through a grant to the CDC Foundation from the National Operating Committee on Standards for Athletic Equipment (NOCSAE)

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.



CONCUSSION FACTS

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"

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

HEADS UP ACTION PLAN:

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 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: _____

STAFF AVAILABLE DURING PRACTICES
NAME: _____ PHONE: _____

STAFF AVAILABLE DURING GAMES
NAME: _____ PHONE: _____

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

For the first time, CDC launches customizable print materials for schools and sports teams to tailor with their logo and colors. These materials include Heads Up fact sheets for athletes, parents, coaches, and school professionals.

JAN 2013

JULY 2013

JULY 2013

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.