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.
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.
**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 sticker sheet, 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 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.
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.

WHAT IS A CONCUSSION?
A concussion is a type of injury to the brain. Concussions are caused by a bump or blow to the head or a sudden change in head position or movement. A concussion can change the way your brain normally works. Even a "ding," "getting shook up," "being震荡," or "getting a bump or jar to the head" can be serious. A concussion can happen even if you haven't been knocked out or do not lose consciousness.

WHAT ARE THE SYMPTOMS OF A CONCUSSION?
- Loss of consciousness (even briefly)
- Answers questions slowly or in a wrong way
- Appears confused
- Inaccurately reports time, place, or people
- Loses consciousness (even briefly)
- Answers questions slowly
- Inaccurately reports time, place, or people
- Loses memory of events before or after the injury

WHAT SHOULD I DO IF I THINK MY CHILD HAS A CONCUSSION?
1. Remove your child from play. Do not return your child to play until you consult a health care professional.
2. Do not ignore a bump or blow to the head even if your child says he or she is okay.
3. Get your child evaluated by a health care professional. Your child shouldn’t return to the activity until a health care professional says it is okay.
4. Do not dismiss any symptoms. The effects of a concussion can appear or be noticed until days or weeks after the injury. Your child may or may not appear to have a concussion right after the injury. Even a "ding," "getting shook up," "being震荡," or "getting a bump or jar to the head" can be serious.
“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.

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.
Preventing Traumatic Brain Injury in Older Adults

Information for Family Members and Other Caregivers

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.

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.

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

www.cdc.gov/concussion
“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
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.
A Fact Sheet for Teachers, Counselors, and School Professionals

Signs and Symptoms of a Concussion

An injury to the head, whether it is a bump, blow, or jolt to the head, can cause a concussion. A concussion is a type of brain injury. The signs and symptoms can include:

- **Physical Symptoms:**
  - Headache or “pressure” in head
  - Nausea or vomiting
  - Headache or “pressure” in head
  - Numbness or tingling
  - Sensitivity to light or noise
  - Sleep difficulties
  - Slurred speech

- **Emotional Symptoms:**
  - Irritable
  - More emotional than usual
  - Nervous
  - Change in sleeping patterns
  - Changes in eating habits
  - Feeling by other students or adults

- **Thinking/Remembering:**
  - Difficulty remembering
  - Difficulty thinking clearly
  - Difficulty concentrating or remembering
  - Changes in behavior or personality changes

- **OBSERVED SIGNS BY SCHOOL PROFESSIONALS:**
  - Appears dazed or stunned
  - Can’t recall events prior to hit, bump, or fall
  - Repeats questions
  - Answers questions slowly
  - Sleep difficulties
  - Shows behavior or personality changes

- **SYMPTOMS REPORTED BY THE STUDENT:**
  - Difficulty remembering
  - Difficulty thinking clearly
  - Changes in behavior or personality changes

What can school professionals do?

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 if the body (including the head) is hit by or against something. Even what seems to be a mild bump to the head can be serious.

To download this checklist in Spanish, visit: www.cdc.gov/Concussion.

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**MAY 2010**

www.cdc.gov/concussion
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.

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.

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.

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.
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.
WHAT IS A CONCUSSION?
A concussion is a type of brain injury. It can happen when the brain bumps or jolts against the inside of the skull. Concussions can happen with or without loss of consciousness or even with only “dazedness.”

WHAT SHOULD I DO IF I THINK I HAVE A CONCUSSION?
Stay out of situations that could lead to another blow to the head or body. Stay with your parent, guardian, school, or athletic coach until you are cleared by a health care professional to return to your activity.

WHAT ARE THE SYMPTOMS OF A CONCUSSION?
• Confusion
• Difficulty paying attention
• Feeling sluggish, hazy, foggy, or groggy
• Bothered by noise
• Double or blurry vision
• Balance problems or dizziness

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

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“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 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.
“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.

For more information and to order additional materials free-of-charge, visit:

www.cdc.gov/Concussion

www.nflhealthandsafety.com

Use of trade names and commercial sources is for identification only and does not imply endorsement by the U.S. Department of Health and Human Services.

ACTION PLAN

1. Remove athlete from play.
2. Do not try to judge the seriousness of the injury yourself.
3. Keep the athlete out of play the day of the injury and until they are symptom-free and it is OK to return to play.
4. Allow athlete to return to play, if health care professional, experienced in evaluating for concussion, says they are symptom-free and it is OK to return to play.

SIGNS OBSERVED BY COACHING STAFF

• Appears dazed or stunned
• Moves clumsily
• Loses consciousness (even briefly)
• Shows mood, behavior, or personality changes
• Just not “feeling right” or is “feeling down”
• Can’t recall events prior to or after hit or fall
• Headache or “pressure” in head
• Feeling sluggish, hazy, foggy, or groggy
• Concentration or memory problems
• Nausea or vomiting
• Balance problems or dizziness
• Double or blurry vision

SIGNS AND SYMPTOMS

Can’t recall events
Loses consciousness
Forgets sports plays
Shows behavior or mood, personality changes
Is unsure of game, score, or opponent
Does not “feel right” or memory problems
Confusion
Feeling sluggish, hazy, foggy, or groggy
Concentration or memory problems
Nausea or vomiting
Balance problems or dizziness
Double or blurry vision
Appears dazed or stunned
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Just not “feeling right” or is “feeling down”

For immediate attention, CALL 911.

IMPORTANT PHONE NUMBERS

Emergency Medical Services
Health Care Professional
Coaching Staff Available During Practices
Coaching Staff Available During Games
Hospital Name: _______________________________________
Hospital Phone: _______________________________________
“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 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.
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.
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.

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.

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.

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.

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.

SYMPTOMS OF A CONCUSSION? WHAT ARE THE SIGNS AND SYMPTOMS OF A CONCUSSION? •  Confusion  •  Sensitivity to noise  •  Balance problems or dizziness  •  Nausea or vomiting  •  Shows behavior or personality changes  •  Moves clumsily  •  Is unsure of game, score, or opponent  •  Forgets an instruction  •  Is confused about assignment or position  •  Appears dazed or stunned

Signs Observed by Parents or Guardians

SIGNS REPORTED BY ATHLETE: Headache Blurred Vision Dizziness Difficulty Thinking Clearly

SIGNS OBSERVED BY COACHING STAFF: •  Just not “feeling right” or is “feeling down” •  Concentration or memory problems •  Sensitivity to noise •  Double or blurry vision •  Balance problems or dizziness •  Nausea or vomiting

CONCUSSION FACTS

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