

BRAIN INJURY ASSOCIATION OF CANADA

PUTTING THE PIECES TOGETHER

You may ask yourself: why bother, it's just another charity.

Here are four good reasons:



1958
John Dignard



1989
Fred Welling



1997
Marie Mossey



1993
Madeleine Welton

CAMPAIGN FOR 2006



Brain Injury Association of Canada
Association canadienne des lésés cérébraux

CHANGE

Acquired brain injury has no boundaries. It can hit at any age, from a baby falling down the stairs, to a bike or car accident or with the onset of a health condition such as a stroke or a spinal cord injury.

Speech, balance, emotions, sex, memory and family are just a few of the aspects of one's life that are affected by this condition. Could you imagine leaving your home and not remembering how to get back?

These people are still in recovery from their brain injuries. It is a long, hard road back and things will never be the same again. The Brain Injury Association of Canada (BIAC) is a nationally recognized organization that works with local, regional and provincial counterparts to help over 50,000 people across Canada who are estimated to be affected by brain injury every year

EDUCATION

Some of these injuries could have been prevented with the right **education and proper helmet use.**

Many of the people diagnosed with acquired brain injury are treated very poorly by others. They can be ridiculed by co-workers, schoolmates and in many social situations.

BIAC is dedicated to educating individuals, families and the community about the **prevention** and **care** of this debilitating and catastrophic injury.

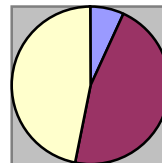
Support from the medical community is needed to help survivors and families cope with the impact of a brain injury.

DIGNITY

BIAC needs support from medical professionals, family members and corporations alike.

WE, AS A SOCIETY, NEED A SYSTEM IN PLACE TO HELP THESE PEOPLE IN THEIR TIME OF NEED.

THIS TAKES VAST AMOUNTS OF MONEY, CARE, LOVE AND AN UNDERSTANDING OF ACQUIRED BRAIN INJURY TO MAKE THIS WORK.



■ Administration
■ Survivors
■ Education

**YOUR DOLLARS AT WORK
THANK YOU FOR YOUR SUPPORT AND
CONTINUED EFFORT WITH THIS VERY CHALLENGING INJURY**

FACTS ABOUT BRAIN INJURY

Brain Injury is the number one killer and disabler of Canadians under the age of 45

- Majority affected are young men between the ages of 15 and 30
- Males experience brain injury twice as often as females
- More than half the people with brain injuries are under the age of 20; the highest incidence rate is in the 15 to 19 age category
- 35% of persons hospitalized due to traumatic brain Injury (TBI) sustain lifelong disabilities
- Traumatic brain injuries are PREDICTABLE and usually PREVENTABLE.

Over 50,000 Canadians sustain a brain injury annually

- It is estimated that over 100 individuals sustain brain injury in Canada each day
- Over 20,000 Canadians are hospitalized annually as a result of traumatic brain injury

Falls and Motor vehicle collision are the main causes of Traumatic Brain Injury

- Struck by/against (object) and assaults are the other main causes
- In Canada, approx. 628,000 persons are estimated to live with disabilities from TBI

Among children and Youth TBI accounts for 31% of injury related hospitalization

- 75 percent of all cycling deaths involve brain injuries
- The use of helmets reduces the risk of brain injury for bicyclists by 88 percent

Brain Injury exacts a toll of billions of dollars a year through:

- The cost of acute care and hospital services. In Ontario, annual care expenses have been estimated at \$118 million
- Long periods in coma or slow-to-recover state
- Extensive periods of rehabilitation
- Loss of productivity and employment over the normal life span of the injured person, often a young adult.

CONCUSSION DETECTION

Signs and Symptoms can include:

- | | |
|----------------------------------|---------------------------------|
| • Poor Balance or Coordination | • Headache |
| • Slow or slurred speech | • Feeling dazed |
| • Dizziness | • Seeing stars |
| • Poor concentration | • Sensitivity to light or sound |
| • Delayed responses to questions | • Ringing in the ears |
| • Vacant stares | • Tiredness |
| • Unusual emotion | • Nausea, vomiting |
| • Personality changes | • Irritability |
| • Inappropriate behaviour | • Confusion, disorientation |

Sources:

Ontario Brain Injury Association

Centres for Disease Control and Prevention, Traumatic Brain Injury in the United States: A report to Congress. 1990

Central West Health Planning Information Network; The Burden of Acquired Brain Injury 2002

Canadian Institute for Health Information (CIHI)

You are invited to help solve the puzzle



National events 2006 and beyond

at

HAWAIIAN OYSTER ODYSSEYS™

**FUNdraisers in support of the
BRAIN INJURY ASSOCIATION OF CANADA**

You may donate to Brain Injury Association of Canada in one of four ways:

1. Credit Card

Complete the [donation form](#) and fax it to Brain Injury Association of Canada at (250)384-2133 or (819)595-2458. This is a secure fax site and your information will be kept strictly confidential. Please remember to include your complete credit card information.

2. Cheque

Complete the [donation form](#) and mail it with a cheque to
Brain Injury Association of Canada
c/o Treasurer
3162 Alder Street
Victoria, B.C. V8X 1N8

3. By Phone

Call 1-866-977-2492 and donate by credit card

4. Online

Through CanadaHelps by going to <http://canadahelps.org> and completing the donation information. If you have any questions about donating to Brain Injury Association of Canada, or you wish to make arrangements for planned giving, please contact the Treasurer at shirley_johnson@biac-aclc.ca or phone 1-866-977-2492. Thank you for considering the Brain Injury Association of Canada for your donation. Your generosity is appreciated.