**Charity launches concussion campaign**

9 May, 2016

A Birmingham-basedbrain injury charity is asking local sports clubs to be ‘concussion aware’ as part of a new national campaign launched today.

Headway Birmingham & Solihull, which supports local people affected by brain injury, will promote the [*Concussion**Aware*](https://www.headway.org.uk/get-involved/campaigns/concussion-aware/) campaign during Action for Brain Injury Week, which takes place from 9-15 May.

“Sport plays a key role in keeping us fit and healthy,” said Sue Tyler, Chief Executive of Headway Birmingham & Solihull. “And at Headway, we want to ensure that everyone is able to enjoy sport, while being better protected from the risks of concussion.

“A great deal has been achieved in the past few years to improve concussion protocols, with the emphasis being placed on elite-level sport to set a good example for others to follow.

“But we believe everyone who plays sport should be concussion aware – particularly those at grassroots level who are playing purely for the love of it and do not have ambulances and doctors on standby should something go wrong.

“We hope that through this campaign, we can encourage sports clubs, schools, colleges and universities in our region to ensure their members or pupils are aware of concussion and sign up to an **‘if in doubt, sit it out’** approach.”

As part of the campaign, sports clubs and academic institutions will have access to a range of materials, including a factsheet giving advice about concussion, posters to display both online and in changing rooms, and a digital stamp to demonstrate the club has adopted a responsible approach to concussion.

In the meantime, Headway Birmingham & Solihull is inviting sports clubs to register interest in supporting the campaign or fundraising for the charity during Action for Brain Injury Week.

Visit [www.concussionaware.org.uk](http://www.concussionaware.org.uk) for further information on the ‘Concussion Aware’ campaign, or contact Headway Birmingham & Solihull at enquiries@headway-wm.org.uk or on **0121 457 7541** for more information about local brain injury services.

**ENDS**

**Notes to editors:**

**For more information**

Contact Julie Wedgbury at Headway Birmingham & Solihull at fundraising@headway-wm.org.uk or 0121 457 7541.

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**‘Concussion Aware’ Poster**

Download here:

<https://www.headway.org.uk/media/3888/headway-sit-it-out-poster-1.pdf>

Further designs and full campaign toolkit available to download at [www.concussionaware.org.uk](http://www.concussionaware.org.uk) .

**About Headway Birmingham & Solihull (formerly Headway West Midlands)**

Headway Birmingham & Solihull is a registered charity helping to improve the lives of those affected by brain injury in the Birmingham and Solihull areas. Its aim is to promote greater understanding of all aspects of brain injury and provide information, support and services to the person with the acquired brain injury as well as their family and carers. For full information, visit [www.headway-wm.org.uk](http://www.headway-wm.org.uk) .

***Acquired Brain Injury: Key facts***

* Acquired brain injury (ABI)is an umbrella term for any injury to the brain sustained since birth, excluding neurodegenerative conditions.
* The most common forms of ABI are traumatic brain injury (TBI) and stroke. Other causes include brain tumour, meningitis, aneurysm, haemorrhage, encephalitis, anoxia, and other conditions.
* ABI admissions in the UK increased by 10% between 2005-6 and 2013-14.
* There were approximately 956 ABI admissions per day to UK hospitals in 2013-14 – or one every 90 seconds.
* In 2013-14, there were 162,544 admissions for head injury. That equates to 445 every day, or one every three minutes.
* Men are 1.6 times more likely than women to be admitted for head injury. However, female head injury admissions have risen 24% since 2005-6.
* In 2013-14, there were 130,551 UK admissions for stroke. That is an increase of 9% since 2005-6 and equates to one every four minutes.

For more information, please contact the national Headway UK press office on 0115 924 0800 or 07912 668551 (out of hours press office), or email press.officer@headway.org.uk.