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.
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

CCS'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 from the field, as well as medical and health organizations. The tool kit includes a guide, an assessment tool, and a re-released in 2007 to incorporate the latest outcome measurement tools and improve patient care.

The goal of the toolkit is to help improve a patient's health outcomes through timely, effective management, and appropriate follow-up. The toolkit was expanded and re-released to incorporate the latest scientific understanding and guidelines for management of patients.

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

Facts about Concussion and Brain Injury

- headaches
- sensitivity to light
- feeling mentally foggy
- irritability
- nausea
- sensitivity to noise
- problems concentrating
- sadness
- fatigue
- numbness/tightening
- problems remembering
- feeling more emotional
- sleeping less than usual

1. Get lots of rest. Be sure to get enough sleep at night—no late nights. Keep the same bedtime weekdays and weekends.
2. Take daytime naps or rest breaks when you feel tired or fatigued.
3. Physical activity includes PE, sports practices, weight-training, running, exercising, heavy lifting, etc.
4. Batting and running bases in baseball or softball.
5. Using in-line skates or riding a skateboard.
6. Riding a bike, motorcycle, snowmobile, scooter, or all-terrain vehicle.
7. Follow the safety rules and the rules of the sport.
8. Practice good sportsmanship; and
9. Install grab bars next to the toilet and in the tub or shower;
10. Using nonslip mats in the bathtub and on shower floors;
11. Removing tripping hazards such as throw rugs and clutter in walkways;
12. Maintaining a regular exercise program to improve lower body strength and balance;
13. Planning to return to work should be based upon careful attention to symptoms and under the supervision of an appropriate health care professional.
14. Weakness or numbness in arms or legs
15. Loss of consciousness (even briefly)
16. Can’t recall events after hit or fall (retrograde amnesia)
17. Can’t recognize people or places
18. Slurred speech
19. Repeated vomiting
20. Look very drowsy, can’t be awakened
21. Significant irritability
22. Weakness or numbness in arms or legs
23. Headache or “pressure” in head
24. Balance problems or dizziness
25. Sensitivity to light
26. Sensitivity to noise
27. Nausea
28. Problems concentrating
29. Sadness
30. Fatigue
31. Numbness/tightening
32. Problems remembering
33. Feeling more emotional
34. Sleeping less than usual

For more information, visit: www.cdc.gov/injury.
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 book, 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.

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 educating others about preventing and recognizing a possible concussion; 63% of coaches reported viewing Heads Up: Concussion in Youth Sports for parents, 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 YMCAs across the country received a copy of the tool kit along with a letter from the CEO of YMCA of the USA.
“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.

www.cdc.gov/concussion

Sept 2007

Aug 2007

Mar 2008

10 Year Anniversary Viewbook

Ad for the “Heads Up: Concussion in Youth Sports” tool kit appears in Sports Illustrated reaching over 11 million readers.
Falling is to do all of these things. The most effective way to prevent older adults from common cause of TBI among older adults.

Can TBI be prevented?

Yes.

To make older adults more physically strong and feel better. Strength training with exercises that improve

- no conditions that limit vision, like glaucoma or cataracts. Poor vision

- ways some medicines work in the body can change. Sometimes those

- adult takes. These might include some that don't need prescriptions,

Install grab bars next to the toilet and in the tub or shower.

Place items used often within easy reach, so that a step stool is not

Removing things from stairs and floors that might cause a person to

needed.

Help the person in your care begin a regular

4. Allow athlete to return to play

3. Inform athlete’s parents or guardians about the known or possible concussion and

2. Any change in the athlete’s behavior, thinking, or physical

1. Remove athlete from play.

Is confused about assignment or position

Shows behavior or personality changes

Is unsure of game, score, or opponent

Can’t recall events prior to hit or fall

Loses consciousness (even briefly)

Answers questions slowly

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

Forgets sports plays

balance problems or dizziness

Nausea or vomiting

Concentration or memory problems

Feeling sluggish, hazy, foggy, or groggy

Coaching Staff

SIGNS OBSERVED BY COACHING STAFF

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

For more information and to order additional materials

www.cdc.gov/ConcussionInYouthSports

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 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.

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.
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.

take head injuries out of play

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

A concussion is a brain injury that:
- Can change the way your brain normally works.
- Can occur during practice or competition in ANY sport.
- Can happen even if you do not lose consciousness.
- Most concussions occur without loss of consciousness.
- Can lead to long-term problems. It can even be fatal.

What is a Concussion?

A concussion is a disruption of how the brain normally works caused by a bump, blow, or jolt to the head or body. It results from the impact of the head and brain colliding, or when your brain moves rapidly back and forth. Even a "ding," "getting your bell rung," or what seems to be a mild blow to the head can cause a concussion. Recognizing a concussion requires watching for changes in behavior, thinking, or physical functioning, or any other signs or symptoms of concussion. (See the Signs and Symptoms chart below.)

Signs Observed by Coaching Staff

1. A forceful bump, blow, or jolt to the head or body that causes the head and brain to move rapidly back and forth—literally causing the brain to "shake" inside the skull.
2. Any change in the athlete’s behavior, thinking, or physical functioning, or any other signs or symptoms of concussion. (See the Signs and Symptoms chart below.)

What can you do if you think you have a concussion?

- Practice and perfect the skills of the sport.
- Avoid striking an opponent in the head. Undercutting, flying elbows, stepping on a head, checking an unprotected opponent, a concussion if you are wearing a helmet.
- Do not initiate contact with your head or helmet. You can still get a concussion when you are wearing a helmet.

Concussion Fast Sheet for Youth and High School Coaches

For up-to-date information, please visit: www.cdc.gov/concussion

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.

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.

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.
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.
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.

Concussion Signs and Symptoms

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 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 concussion. The potential for a concussion is during activities where collisions can occur, such as during physical education (PE) class, practice, and, and time, or school-based sports activities. Concussions can happen any time a student is in some kind of contact with a hard object, such as a floor, desk, or another student’s head or body. Proper treatment and response to concussions can prevent injury and help with recovery.

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What is the signs and symptoms of a concussion?

Concussions can happen any time a student is in some kind of contact with a hard object, such as a floor, desk, or another student’s head or body. Proper treatment and response to concussions can prevent injury and help with recovery.

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

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.

SIGNS AND SYMPTOMS

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.
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 smartphones.
CONCUSSION
A Must Read for Young Athletes

What should I do if I Think I Have a Concussion?

• 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 healthcare professional experienced in evaluating for concussions. Do not try to judge the seriousness of the injury yourself.
  3. Inform the athlete’s parents or guardians about the possible concussion and who to contact if they think the athlete has a concussion.
  4. Keep the athlete out of play the day of the injury and until a healthcare professional says they are symptom-free and it’s OK to return to play.

All concussions are serious. It’s better to miss one game than the whole season.

A Fact Sheet for ATHLETES

What is a concussion? A concussion is a injury to the brain caused by a bump, blow, or jolt to the head or body. After a bump, blow, or jolt to the head or body may have a concussion. It’s better to miss one game than the whole season.

WHAT ARE THE SYMPTOMS OF A CONCUSSION?

• Iscaused by a bump or blow to the head
• Confusion
• Difficulty paying attention
• Feeling sluggish, hazy, foggy, or groggy
• Nausea or vomiting
• Knocked out
• Sports
• Works
• It’s better to miss one game than the whole season.

SIGNS AND SYMPTOMS

- Appears dazed
- Answers questions slowly
- Can’t recall events after hit or fall (even briefly)
- Dazed
- Does not “feel right” or is “off”
- Double or blurry vision
- Feeling irritable, more emotional
- Feeling sluggish, hazy, foggy, or groggy
- Feeling down
- Headache or dizziness
- Loss of consciousness
- Memory problems
- Nausea or vomiting
- Pins and needles
- Sleep problems
- Size or personality changes
- Speech problems
- Vision problems
- Watery eyes
- Weakness
- Wrist or neck pain

CAUTION: AN INJURY TO THE HEAD CAN BE DEADLY. A CONCUSSION CAN FOLLOW A BUMP, BLOW, OR JOLT TO THE HEAD OR BODY. SIGNS OF A CONCUSSION CAN APPEAR IMMEDIATELY OR CAN TAKE UP TO 7 DAYS TO MANIFEST.

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

HEADS-UP
A Must Read for Young Athletes

A Must Read for Young Athletes

• 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.

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

SEPT 2010

SEPT 2010

OCT 2010

OCT 2010

www.cdc.gov/concussion
"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
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.
“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.
“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.

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.

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.

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.
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.