



Press Release

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**Brain Injury Association of Massachusetts Wins Awards for *Faces of Brain Injury*,
A Traveling High School Exhibit, and for *Play Smart: Understanding Sports
Concussion*, an Educational Video Series for Athletes, Coaches, and Trainers**

The Brain Injury Association of Massachusetts (BIA-MA) has been honored with two awards from The New England Society for Healthcare Communications (NESHCo) for “exceptional communications work.”

BIA-MA’s *Faces of Brain Injury* banners, an exhibit that has travelled to high schools in Massachusetts, garnered a top gold award, and *Play Smart*, a video series that educates young athletes, coaches and trainers about the signs and symptoms of concussion, won an award of excellence. Hundreds of hospitals and other healthcare-related organizations throughout New England submitted entries into this regional competition.

“Faces of Brain Injury” and “Play Smart: Understanding Sports Concussion” are examples of the best and brightest work produced in our area,” said Lee Reynolds Crouch, APR, President of NESHCo.

Faces of Brain Injury shares the personal testimonies of brain injury survivors on such subjects as texting, drinking, seat belts. The display educates high school students about the consequences of risky behaviors.

“Many brain injuries are preventable,” says Arlene Korab, Executive Director of BIA-MA. “Putting a face on brain injury is the most effective way to reach people of all ages.” Six young adults shared their stories as part of this project.

Play Smart: Understanding Sports Concussion includes the essential knowledge on sports concussions, personal testimonies of students and professional athletes, and expert advice. Recommended by the Massachusetts Department of Public Health, the videos have been viewed by more than 37,132 athletes, parents, and professionals. For a complimentary copy of the video, call 508-475-0032 or go to www.biama.org

The Brain Injury Association of Massachusetts (BIA-MA) is a private, non-profit organization that provides support services to survivors of brain injury and their families and serves as an advocate for their rights and needs. The association also offers programs to prevent brain injuries and educates the public on the risks and impact of brain injury on family and society.

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