

**BRAIN INJURY CAUSED
BY IRAQ BOMB BLASTS
CAN'T BE CAMOUFLAGED.**



Brain Injury Association of Massachusetts 1-888-VET-1-TBI (1-888-838-1824)

**Brain Injury Association of Massachusetts Launches
Campaign to Reach Veterans with Traumatic Brain Injuries
Pilot Project To Serve As Model for the Nation**

The Brain Injury Association of Massachusetts (BIA-MA) is collaborating with the Massachusetts Rehabilitation Commission's Statewide Head Injury Program (SHIP) on a federal grant to improve access to needed care and services by veterans returning from the Iraq and Afghanistan wars with traumatic brain injuries (TBI). TBI has been named the signature wound of the war on terror because of the large number of veterans sustaining TBIs, primarily due to the use of improvised explosive devices (IEDs).

According to a recent issue of *Stars and Stripes*, the military newsletter, as many of 60 percent of soldiers who survive external injuries from bomb blasts may have a brain injury. Symptoms include: headaches, memory problems, irritability, trouble organizing thoughts, and difficulty finding words.

The pilot project, which will serve as a model for the rest of the state and the nation, is currently focused on 61 cities and towns, north of Boston, including Lowell, Lawrence, Haverhill, Salem, Lynn, and Gloucester. Three billboards (located in Haverhill, Lawrence, and Lynn) will help reach veterans over the next three months along with public service announcements, flyers, and other materials.

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