



Call It What It Is

A Concussion is a Brain Injury

Why It Matters

When we say "concussion" instead of "brain injury," people hear:

- "It's minor."
- "You'll bounce back."
- "You don't need treatment."

But what many experience is:

- Persistent symptoms
- Mental health struggles
- Learning or work disruptions
- Long-term neurological changes

Language Shifts to Practice

Instead of...

- "He just got his bell rung."
- "Cleared from a concussion."
- "It's only a concussion."

Say this instead...

- “He may have sustained a brain injury.”
- “Recovering from a mild TBI.”
- “It is a brain injury - mild, not minor.”

For More Information

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