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March is Brain Injury Awareness Month

YPSILANTI, Mich., Feb. 25, 2010— A traumatic brain injury occurs every 23 seconds in the United States. Brain injury is the second-most prevalent injury and disability in the country, behind depressive disorders. Each year, the Brain Injury Association of America and its partners host Brain Injury Awareness Month in March to spread awareness of brain injury and its effects.

There is a reason that traumatic brain injury (TBI) is known as “the Silent Epidemic” in the industry. Most people would be surprised to learn that they are more likely to sustain a traumatic brain injury than to be diagnosed with any form of cancer. An estimated 506 people per 100,000 sustain a TBI each year, while 464 people per 100,000 are diagnosed with cancer annually.¹

According to the Centers for Disease Control and Prevention, more than 1.4 million people sustain a TBI in the United States each year.²

A TBI can be a blow or jolt to the head, or a penetrating head injury that can result in an impairment of cognitive or physical functioning. The severity of an injury can range from a mild brain injury – a brief change in mental status or consciousness, to a severe brain injury – where an extended period of loss of consciousness, amnesia or other permanent change in cognitive functioning may occur.

To support Brain Injury Awareness Month and help increase knowledge of this devastating injury, Rainbow will be publishing brain injury facts and articles throughout the month of March on its Web site, RainbowRehab.com.

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¹ The Essential Brain Injury Guide. Fourth Edition. American Academy for the Certification of Brain Injury Specialists, Brain Injury Association of America: 2007.

² Centers for Disease Control and Prevention: National Center for Injury Prevention and Control. <http://www.cdc.gov/ncipc/tbi/TBI.htm>. Accessed 8 February 2010.



About Rainbow Rehabilitation Centers, Inc.

[Rainbow Rehabilitation Centers, Inc.](#) has been a provider of rehabilitation services for children, teens and adults with brain and spinal cord injuries since 1983. With more than 35 residential locations, three treatment centers, a NeuroRehab Campus® and two vocational centers, Rainbow offers services that span nearly every aspect of brain and spinal cord injury recovery and rehabilitation. Our residential settings include adult homes, child and adolescent homes, town houses and semi-independent living apartments. Day treatment, home- and community-based rehabilitation and outpatient services are also available.

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