

Being an Ambassador

Getting Involved

Ambassadors are people who join a cause they feel passionate about and connected to. Ambassadors provide an influential voice in advocating for a cause, spreading awareness about important facts, and educating those around them. **Our message and impact is much greater when members of our community join in.** We need ambassadors to use their social networks to spread the word about brain injury, show your support for those with lived experiences, and build awareness about resources in the community.

Why it Matters

Brain injury is a national public health issue.

- 1.5 million people sustain a traumatic brain injury each year through things like falls, car accidents, concussions, assaults, and more.
- 3.5 million people sustain an acquired brain injury each year through strokes, brain tumors, hemorrhages, and more.
- 5.3 million people live with a brain injury-related disability and 300,000 of those individuals live in Virginia.

Be an Ambassador to:

- **Educate** people about brain injury signs, symptoms, and recovery;
- **Support** people who have sustained a brain injury and their family;
- **Change** common misconceptions about brain injury.

Ways to Help

- **Use social media.** Download our social media toolkit to find information about the different platforms and access content to copy and paste.
- **Tell your friends and family.** When the people closest to us talk about causes meaningful to them, we listen.
- **Be a voice in the community.** Find out what your local resources are and advocate for what matters to you and your neighbors.

Let's get started!