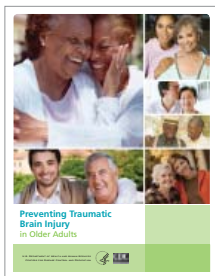


Help Seniors Live Better, Longer: Prevent Brain Injury

Materials

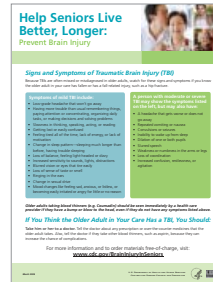
“Help Seniors Live Better, Longer: Prevent Brain Injury” is a national initiative developed by the Centers for Disease Control and Prevention (CDC) to raise awareness in children and other caregivers of older adults about ways to prevent, recognize, and respond to fall-related traumatic brain injury (TBI) in adults 75 and older.

The following easy-to-use English and Spanish-language materials for older adults and their caregivers are available at no cost at: www.cdc.gov/BrainInjuryInSeniors.

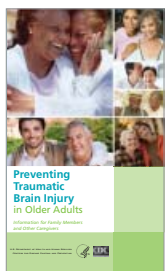


“Preventing Traumatic Brain Injury in Older Adults”

(booklet for older adults; English and Spanish)

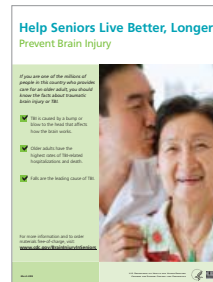


Signs and Symptoms of TBI Poster (English)



“Preventing Traumatic Brain Injury in Older Adults: Information for Family Members and Other Caregivers”

(brochure; English and Spanish)

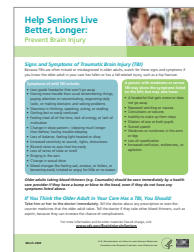


Facts about TBI in Older Adults Poster (English)



“Preventing Traumatic Brain Injury in Older Adults: A Fact Sheet for Family Members and Other Caregivers”

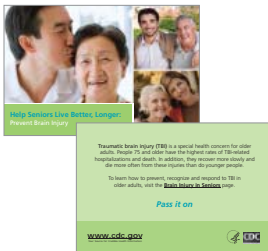
(fact sheet; English and Spanish)



Magnet (lists signs and symptoms of TBI; English)

Help Seniors Live Better, Longer: Prevent Brain Injury

Materials



e-card for Caregivers
(TBI is a special health concern for older adults; English)



e-card for Caregivers
(Fall-related TBI prevention steps; English)

CDC has also developed guides designed to help organizations plan and host successful community events and how to work with the media as a way to raise awareness about this serious public health issue.



The **“Event Planning Guide”** includes suggestions and tools for planning and organizing a community event, enlisting partners, promoting, and evaluating an event.



The **“Media Access Guide”** includes tips and tools, such as press release and media advisory templates, and talking points to help you work with your local media to get valuable news coverage for the activities you plan in support of this national effort.

These materials are available online at www.cdc.gov/BrainInjuryInSeniors.