

THE URGENT CRISIS OF BRAIN INJURY

FORGOTTEN CANADIANS: **REMOVING THE MASK AND EXPOSING CANADA'S HIDDEN EPIDEMIC**

The Urgent Crisis of Brain Injury in Canada

- Brain injury is Canada's silent epidemic – affecting millions yet overlooked in healthcare, policy, and funding. Unlike cancer or heart disease, brain injury lacks the necessary resources and recognition, leaving survivors & families to navigate a fragmented system with little to no support.

The Stark Reality

- Millions of Canadians live with a brain injury, with one occurring every three minutes.
- Brain injury is a leading cause of homelessness, addiction, incarceration, and suicide, yet remains unaddressed in national health strategies.
- Survivors and families face barriers in accessing rehabilitation, financial assistance, and community supports.

The Cost of Neglect

- Brain injuries cost the Canadian economy billions annually in healthcare and lost productivity.
- The failure to act has led to a humanitarian crisis, disproportionately affecting Indigenous populations, victims of domestic violence, and those struggling with mental health and addiction.

No Ribbon. No Celebrity. Just Millions of Forgotten Canadians

- We don't need a celebrity spokesperson or a coloured ribbon – we have millions of Canadian heroes living with brain injury whose voices must be heard. Their stories are powerful enough to drive change.

The Call to Action

- Implement a National Brain Injury Strategy to coordinate research, prevention, and survivor & family support.
- Recognize brain injury as a public health priority, and provide integrated services Canada-wide.
- Fund essential rehabilitation programs to ensure no survivor is left behind.

Canada cannot afford to look away. The time to act is now.

Visit www.nationalstrategyonbraininjury.ca to support the movement.