



FRONTAL LOBE

Responsible for reasoning, planning, movement and emotions

PARIETAL LOBE

responsible for movement, orientation, recognition and perception of stimuli

OCCIPITAL LOBE

Responsible for visual processing

CEREBELLUM

Latin for 'little brain' responsible for attention, language and regulating fear and pleasure responses

TEMPORAL LOBE

Responsible for perception and recognition of auditory stimuli, memory and speech

EVERY 90 SECS SOMEONE IS ADMITTED TO
HOSPITAL
WITH A BRAIN INJURY

accounting for more than

1 MILLION
PEOPLE EACH YEAR!

OF EVERY
100,000
UK RESIDENTS

558
SUSTAIN A BRAIN INJURY
AT SOME POINT

TRAUMATIC BRAIN INJURY (TBI)

accounts for approximately

5 2,000

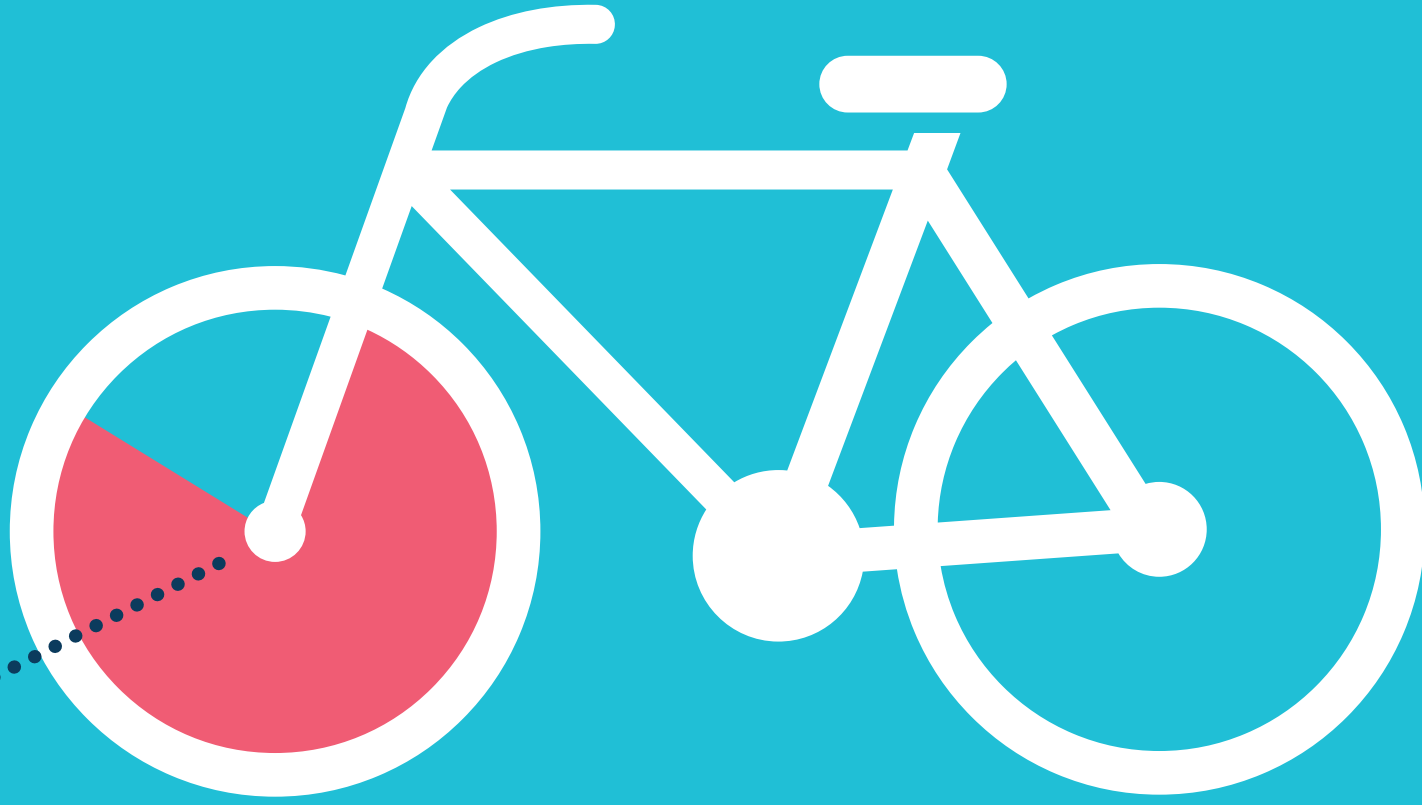
DEATHS EACH YEAR

Causes: Over half of reported traumatic brain injuries are the result of a motor vehicle accident 51%, with falls 21%, assaults & violence 12%, sports and recreation 10%, and fishing 6% accounting for the rest

85%
OF HEAD INJURIES

sustained in bicycle accidents could have been avoided if the rider was wearing a

HELMET



APPROX
20%

OF ALL BRAIN INJURIES
are caused as a direct result of a person's working environment

INDUSTRIES

at the highest risk are construction, transportation, agriculture, forestry, emergency medical services and fishing

MEN
ARE TWICE AS LIKELY
to suffer a serious brain injury than
WOMEN



THE EFFECTS OF A BRAIN INJURY CAN BE BROKEN DOWN INTO 3 AREAS:

BEHAVIOURAL

Mood swings, lack of empathy, anxiety, anger outbursts

COGNITIVE

Memory, awareness, thinking, problem solving

PHYSICAL

From loss of senses to epilepsy and paralysis