



CONNECTIONS

BRAIN INJURY CANADA'S NEWSLETTER

Summer is here, and so is Brain Injury Awareness Month! June is always an exciting time for our community, and this year is no exception. We have a lot in store for you, from our national #BIAM2026 campaign centered on Recovery, Reality, and Recognition, to new resources, powerful stories, and opportunities to get involved.

This is a month of action, connection, and celebration, and we're thrilled to have you along as a partner. Whether you're a caregiver, a health care professional, or someone living with brain injury, there's something in this issue for you. Let's make this June one to remember together!

-The Brain Injury Canada Team



In this issue...

What we've been up to	page 02
Brain Injury Awareness Month.....	page 03
Webinar Alert:.....	page 06
Advocacy and National Strategy Update	page 07
Courses and Educational Resources.....	page 10
A message from our CEO	page 11
Stay Connected	page 13

What We've Been Up To



It has been a busy spring at Brain Injury Canada as we continue working to strengthen awareness, education, advocacy, and community connection across Canada.

Over the past few months, we have been preparing for Brain Injury Awareness Month with a growing series of events, campaigns, resources, and community initiatives designed not only to spread awareness, but to help people feel seen, included, and empowered to participate in their own way. From webinars and awareness campaigns to third-party events and community-led initiatives.

We are excited to see Canadians across the country championing this movement alongside us.

In advocacy and education, we recently released our position paper on intimate partner violence (IPV) and brain injury to help raise awareness about the important and often overlooked connection between the two. We have also continued our advocacy efforts surrounding Canada's national brain injury strategy and election engagement initiatives to ensure brain injury remains part of important national conversations.

Additionally, our online learning platform continues to grow with educational courses and resources for healthcare professionals, caregivers, organizations, and community members; including our newest course focused on brain injury in long-term care settings.

Thank you for continuing to learn, advocate, share, participate, and grow with us.

It's Brain Injury Awareness Month!



Recovery. Reality. Recognition.

This year's Brain Injury Awareness Month campaign focuses on the full journey of brain injury from rehabilitation and recovery, to the realities individuals face every day, to the urgent need for recognition and systemic support. It's going to be more than just a conversation, and you can be directly a part of this.

[Learn More About #BIAM2026](#)

Recovery

Recovery after brain injury is often long, complex, and deeply personal. Recovery can include:

- Rehabilitation and therapy
- Returning to work or school
- Rebuilding routines and independence
- Community reintegration
- Emotional healing and adaptation

Recovery does not always look linear — and every journey is different.

Reality

For many Canadians, brain injury is not temporary.

People living with brain injury may experience:

- Memory and concentration difficulties
- Fatigue and symptom management
- Mental health challenges
- Emotional regulation difficulties
- Financial strain
- Caregiver burnout
- Invisible disabilities that are often misunderstood

By sharing lived experiences, we aim to create deeper public understanding of these realities.

Recognition

Despite affecting millions of Canadians, brain injury continues to be under-recognized.

This campaign advocates for:

- Greater awareness and education
- Recognition of brain injury as a chronic condition
- More accessible services and supports
- Reduced stigma surrounding invisible disabilities
- Improved support within healthcare, education, employment, and justice systems



We are live and you can join in right away.

As Brain Injury Awareness Month approaches, we are excited to officially launch this year's campaign hub filled with opportunities for individuals, families, organizations, workplaces, and communities across Canada to get involved. The site is now live, and community members can already begin exploring and signing up for a wide range of activities throughout the month.

From webinars, awareness events, and fundraising initiatives to team activities, community walks/runs, and third-party events, there are many ways to participate and help spread awareness. Community members are also encouraged to host their own events, share campaign materials, invite others into the conversation, and champion brain injury awareness in ways that feel meaningful to them.

To help support participation throughout the campaign, we have also created downloadable materials, promotional graphics, social media resources, and community toolkits designed to make it easier to engage, educate, and raise awareness all month long.

We look forward to seeing communities across Canada come together to help make this year's campaign impactful, inclusive, and far-reaching. ❤️

[Donate to support](#)

[Sign up to be an Advocate](#)

The Societal Impact of Brain Injury

Brain injury intersects with many broader social issues affecting communities across Canada. This year, our campaign will help raise awareness around the relationship between brain injury and:



leading cause of death
and disability globally

1.5M+



Canadians live with brain injury



invisible
invisible impairments

- Mental health and addiction
- Homelessness and housing insecurity
- The criminal justice system
- Indigenous communities
- Youth and young adults
- Aging populations and seniors

Did You Know?

- Brain injury is one of the leading causes of death and disability globally
- Over 1.5 million Canadians are living with the effects of brain injury
- Brain injury impacts individuals, caregivers, families, workplaces, and communities
- Many impairments associated with brain injury are invisible

[Click here to Explore #BIAM2026](#)

Thank you to our Sponsors for #BIAM2026

VALENT

ZEHR 
INSURANCE BROKERS LTD.

 AgeCare


CAMPISI LLP
Personal Injury Lawyers


MACDONALD
INJURY LAWYERS

Webinar Alert!

What We Want You to Know About Brain Injury

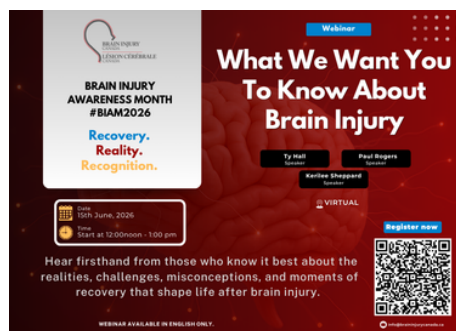
Monday, June 15 | 12:00 PM – 1:00 PM EDT

As part of Brain Injury Awareness Month, Brain Injury Canada invites you to join a powerful and heartfelt webinar titled: What We Want You to Know About Brain Injury featuring three individuals living with brain injury from different regions across Canada.

Through personal stories and lived experiences, our speakers will share what they want Canadians to better understand about the realities of living with brain injury, from the invisible challenges many face daily to the importance of awareness, compassion, education, and meaningful support.

This important conversation will explore:

- The day-to-day realities of living with brain injury
- Common misconceptions and invisible challenges
- Why brain injury awareness matters to every Canadian
- The importance of compassion, inclusion, and informed support



Featured Speakers:

- Kerilee Sheppard
- Paul Rogers
- Ty Hall

This webinar is an opportunity to listen, learn, and help build a more informed and supportive Canada for people affected by brain injury. We encourage you to share this webinar and its promotional materials within your communities and networks. Raising awareness starts with conversation, and every share helps more Canadians better understand the realities of brain injury.

We hope you'll join us for this meaningful conversation and spread the word.

Kindly note that this is an English only webinar.

[Register Now for the Webinar](#)

Advocacy & National Strategy Update

Where Does a National Strategy on Brain Injury Stand?

Over the past few years, there has been important progress toward creating a national strategy on brain injury in Canada. While there have also been setbacks, the momentum and support from the brain injury community continues to grow.



For far too long, Canadians living with brain injury and their families have been waiting for meaningful national leadership and coordinated action. Despite brain injury being one of the leading causes of death and disability in Canada and affecting millions of Canadians, it has not received the same level of national attention, coordination, or investment as other major health conditions such as cancer, diabetes, or dementia.

A national strategy is needed to help ensure brain injury is recognized as a serious chronic health condition and public health issue. Canadians living with brain injury should have equitable and timely access to care, rehabilitation, mental health supports, housing, education, and community services. Too many individuals and families continue to face long wait times, gaps in care, fragmented systems, and barriers to accessing appropriate supports.

Why Do We Need a National Strategy on Brain Injury?

A national strategy would help create a more coordinated and consistent approach to brain injury across Canada.

A national strategy could help:

- Improve prevention efforts and public awareness
- Increase education and training for healthcare professionals
- Support better diagnosis, treatment, rehabilitation, and long-term recovery
- Promote more research, including community-based research
- Improve data collection and tracking to better inform policy and healthcare decisions
- Develop national guidelines and standards of care
- Strengthen mental health supports for individuals and families
- Improve accountability through annual reporting by the federal government

Advocacy & National Strategy Update

The Journey of Canada's National Brain Injury Strategy Legislation

Private Members Bill C-277: An Act to establish a national strategy on brain injuries was introduced by M.P. Alistair MacGregor on June 2, 2022. A Private Member's Bill is proposed legislation introduced by a Member of Parliament (MP) or Senator who is not part of the federal Cabinet. These bills give MPs an opportunity to raise important issues that may not already be part of the government's agenda and, if passed through Parliament, can become law.

In June 2024, the House of Commons voted unanimously in favour of moving forward with the bill for a national strategy on brain injury. A huge day for brain injury! The bill was then studied by the Standing Committee on Health, where committee members heard testimony from witnesses across Canada and received briefs and letters of support from organizations, researchers, clinicians, and individuals with lived experience. After only minor amendments, the bill was approved by the committee and returned to the House of Commons for the next stage of voting.

However, before the process could continue, Parliament was prorogued on January 6, 2025. Then, on March 23, 2025, Parliament was dissolved for a federal election. ***As a result, the bill "died on the order paper," meaning it did not carry forward into the new parliamentary session.***

What Happens Next?

The good news is that the work is not over. In the new session of Parliament, M.P. Gord Johns reintroduced the legislation as Bill C-206. The bill is currently awaiting the next stage in the parliamentary process.

While there is still work ahead, this effort has already achieved important milestones:

- Strong national support from the brain injury community
- Increased awareness among policymakers and the public
- New partnerships and collaborations across sectors
- Greater momentum for advocacy at both the provincial and federal levels

Global Advocacy Matters Too

Advocacy is also happening beyond Canada. Brain Injury Canada was a founding member of the Global Coalition for TBI, an international coalition working to improve recognition of traumatic brain injury (TBI) as a chronic, preventable, and notifiable health condition worldwide.

The coalition brings together organizations, researchers, clinicians, and people with lived experience from around the world to advance awareness, prevention, policy, research, and long-term supports for brain injury.

International advocacy can help drive change in Canada by increasing global recognition of brain injury as a major public health issue, encouraging governments to take action, supporting the development of international best practices, and strengthening pressure for coordinated national strategies and investment in services and supports. Global collaboration also improves knowledge sharing and research that can directly benefit Canadians living with brain injury.

How You Can Help

Support for a national strategy on brain injury continues to grow, and there are many ways individuals and organizations can help keep the momentum moving forward:

- Stay informed and follow updates through Brain Injury Canada's National Strategy page
- Learn more about the Global Coalition for TBI and international advocacy efforts
- Keep the conversation going at both the provincial/territorial and federal levels
- Write to your Member of Parliament (MP) and your provincial representative (MLA/MPP/MNA) to express your support for a national strategy on brain injury
- Encourage your organization, colleagues, and networks to advocate and speak up on this issue
- When opportunities arise, submit letters, briefs, and feedback to Parliamentary committees and the Senate in support of the legislation on brain injury.



Every voice helps build awareness and demonstrate the need for coordinated action on brain injury in Canada. Brain Injury Canada will continue to stand alongside individuals and families living with brain injury, community organizations, researchers, clinicians, and advocates across the country to push for meaningful change, stronger supports, and national leadership.

Sign up to become an advocate

Courses & Educational Resources

Education continues to be an important part of Brain Injury Canada's mission. We are continuing to expand accessible learning opportunities for survivors, caregivers, professionals, and communities.

[Click here to view all courses](#)

Featured New Course: Brain Injury in Long-Term Care

We are excited to highlight our newest course focused on brain injury in long-term care settings.

This course explores the unique challenges individuals with brain injury may experience in long-term care environments and provides practical, person-centred strategies to support residents with greater understanding, dignity, and compassion.

Topics include:

- Recognizing the effects of brain injury in older adults
- Understanding behavioural, cognitive, emotional, and physical changes
- Improving communication and support approaches
- Creating more inclusive and brain injury-informed care environments

Whether you are a healthcare provider, care aide, nurse, administrator, therapist, caregiver, or family member, this course offers valuable insights that can help improve quality of care and quality of life.

We encourage you to explore the course and share it with others in your network who may benefit.



Access our new course here:

[Brain Injury in Long-term Care](#)

Message from Our CEO

Happy Brain Injury Awareness Month to you all.

I feel very fortunate to have spent most of my career working in the non-profit sector, including more than 16 years in the brain injury field. I first worked with the Brain Injury Society of Toronto, which continues to do important work today, and this coming July will mark nine years with Brain Injury Canada.



Michelle McDonald

Lately, I've been reflecting on how much the brain injury landscape has changed over the past almost two decades. In the early days, the focus was primarily on brain injury alone. Today, as research and understanding have evolved, we increasingly see how brain injury connects with many other areas of life, including housing, addictions, mental health, and corrections, among others.

I also think often about how brain injury is represented in the media. There is a constant balance between using data that helps raise awareness and avoiding messaging that reinforces stigma or judgement. It is a delicate line to walk. Importantly, many Canadians living with brain injury do not fit neatly into the categories often highlighted in public narratives. They are living their lives every day, while still needing supports that are flexible, respectful, and tailored to their individual needs.

A few years ago, Brain Injury Canada conducted an informal survey asking people living with brain injury to identify their top three issues. We provided a list that included things like cost of care, long wait times, access to services, and funding. Over 80% of respondents identified judgement and stigma as one of their top concerns. That result continues to stay with me.

There are still so many misconceptions about brain injury.

At times, it can feel like we are calling out into the void, asking, "What about brain injury?" as systems and services are built in separate silos. But brain injury does not exist in isolation, and neither do the people living with it.

Message from Our CEO

One of the most important things we can do is continue building understanding and acceptance, shifting the narrative from “brain injury can’t” to “brain injury can.” Equally important is ensuring that the voices of people with lived experience are present in every conversation and at every decision-making table. These individuals and families bring expertise that is often overlooked such as deep knowledge of navigating complex health, social, and community systems while living with a lifelong condition that affects every aspect of daily life. This is expertise, and it should be recognized as such.

I am deeply grateful to work alongside incredibly dedicated people and organizations who are committed to strengthening programs and supports for the brain injury community. There is a strong and growing spirit of collaboration in this field, and it gives me hope for what we can continue to build together.

As we mark Brain Injury Awareness Month, I encourage everyone to take this time not only to learn more, but also to listen more deeply to the voices of people with lived experience. Awareness is important, but it is only the beginning. Real change comes from understanding, action, and ongoing commitment to improving systems and supports.

Thank you for being part of this work and this community.

Michelle

Stay Connected

Help us continue raising awareness throughout Brain Injury Awareness Month. Follow us at Brain Injury Canada to stay in touch on our

Ways You Can Support

- Sign up to be an Advocate
- Share our posts and resources
- Start conversations about brain injury
- Participate in events
- Donate or fundraise
- Subscribe to our newsletter

Together, we can create greater awareness, stronger support systems, and a more inclusive future for Canadians living with brain injury.

Thank you for being part of our community.

This June, we invite you to stand with survivors, caregivers, families, healthcare professionals, advocates, and organizations across Canada as we recognize the realities of brain injury and work toward meaningful change.

Recovery. Reality. Recognition.

#BIAM2026

You might also be interested in...



[Educational infographics on brain injury, concussion and more](#)



[Make a donation to Brain Injury Canada](#)



[Health care professionals can sign up for our Foundations educational e-course for just \\$65+HST](#)

Follow us on our social media channels



[Facebook](#)



[Instagram](#)



[YouTube](#)



[LinkedIn](#)



[Bluesky](#)

Did you like this newsletter?

[Yes](#) 😊

[It was okay](#) 😐

[No](#) 😞

Disclaimer

The contents of this newsletter are for informational purposes only. The opinions expressed in the newsletter of Brain Injury Canada, are those of the respective authors and not necessarily those of Brain Injury Canada. Brain Injury Canada will not be liable for any damages or losses howsoever sustained, as a result of the reliance on or use by a reader or any other person of the information, opinion, or products expressed, advertised or otherwise contained here in.