

**PROCLAMATION REQUEST –  
BRAIN INJURY AWARENESS MONTH JUNE 2004**

**Recommendation**

The City Clerk recommends:

- 1) That June be proclaimed as “BRAIN INJURY AWARENESS MONTH”; and
- 2) That the proclamation be posted on the City’s website, published on the City Page, space permitting, and that staff issue a news release.

**Purpose**

To respond to the request received from the Steering Committee of the York Region Head Injury Support Group.

**Background - Analysis and Options**

A request has been received from the Steering Committee of York Region Head Injury Support Group on behalf of the Ontario Brain Injury Association to proclaim June as “Brain Injury Awareness Month” (Attachment #1)

The proclamation request meets the requirements of the City’s Proclamation Policy: *“That upon request, the City of Vaughan issue proclamations for events, campaigns or other similar matters: which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act”.*

The Steering Committee of the York Region Head Injury Support Group has requested the City publicize this proclamation to demonstrate that brain injury touches all of us and the issues are everyone’s. The Corporate Communications Department posts proclamations issued by the City on the City’s website under “Events – Proclamations”. Publishing proclamations on the City Page depends on space availability.

**Relationship to Vaughan Vision 2007**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

**Conclusion**

Staff is recommending the month of June 2004 be proclaimed as “Brain Injury Awareness Month” and that the proclamation be posted on the City’s website and published on the City Page, space permitting.

**Attachments**

- Attachment 1 - Correspondence from the Steering Committee of the York Region Head Injury Support Group, dated May 19, 2004

**Report prepared by:**

John D. Leach, City Clerk

Respectfully submitted,

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John D. Leach, City Clerk

York Region Head Injury Support Group  
11181 Yonge St. 3<sup>rd</sup> floor  
Richmond Hill, ON L4S 1L2  
905-780-1236

RECEIVED

MAY 27 2004

CLERK'S DEPT.

May 19, 2004

Mayor Michael Di Biase & Council for City of Vaughan

I am writing on behalf of the York Region Head Injury Support Group. We are a group of people from across York Region who live with the effects of brain injuries. Because of our personal experiences with the issues and problems caused by such injuries, we recognize the need to prevent brain injuries as well as assist those who sustain brain injuries to live with dignity in their communities and develop to their highest potential.

Brain injury is the leading cause of death and disability in young people.

In York Region, approximately 1,152 individuals sustain a brain injury each year. About 243 of these are children (0-14). Caused by falls, motor vehicle accidents, infections, bicycle accidents, drug abuse, tumours, strokes, aneurisms, and other causes, it is estimated that annual costs associated with brain injury are more than \$1 billion in Ontario.

In addition to financial costs, brain injuries result in a variety of physical, cognitive, and social/emotional impairments. The York Region Head Injury Support Group works to support those York Region residents whose lives have been impacted by brain injury. June, 2004 is "Brain Injury Awareness Month" in the Province of Ontario. Please help us raise local awareness about brain injuries by proclaiming June 2004 as "Brain Injury Awareness Month" in the City of Vaughan.

Thank you.

York Region Head Injury Support Group  
Steering Committee

## June is: **Brain Injury Awareness Month**

*Brain injury is **everyone's** responsibility!*

Brain injury is the leading cause of death and disability in young people! These injuries often result in a variety of physical, cognitive, and social/emotional impairments. Falls are the most common cause of brain injuries, followed by motor vehicle accidents, sports-related injuries, assaults, etc. Most of these incidents are preventable or their impact can be greatly reduced. Brain injuries can also be caused by events like strokes, tumours, aneurisms.

*What can **you** do about brain injuries?*

- < **Always** wear a helmet when you participate in sports (horse riding, baseball, football, hockey, etc.) or are "on wheels" (bicycle, motor bike, skateboard, roller blades, snowmobile, etc.).
- < **Always** use seat belts and child car seats when driving.
- < **Never** shake a baby or small child.
- < **Never** take alcohol or drugs before operating any kind of vehicle.
- < **Always** practise safety and work to prevent the possibility of accidents, falls, and violence at home, school, work, and elsewhere.
- < **Learn** about brain injury issues -- to prevent brain injuries, to minimize the impact of those injuries that do happen, and to be understanding and supportive of people that live with the consequences of brain injuries in our community.

*A message from the York Region Head Injury Support Group\*. Call 905-780-1236 for more information.*

\* Affiliated with the Ontario Brain Injury Association 1-800-263-5404



**The York Region Head Injury Support Group**  
would like you to know that.....

## ***June is Brain Injury Awareness Month!!!***

Our community is affected by **every** brain injury. What is your connection to brain injury? Do you live with the effects of a brain injury yourself, as a family member, friend, neighbour, co-worker, educator, service provider, tax payer?

### **Please come join us at our First Annual Vigil**

Tuesday, June 1, 2004 at 8:00 pm  
Loyal True Blue & Orange Building  
11181 Yonge St., Richmond Hill

Join us as we acknowledge the members of our community whose lives have been impacted by brain injury. Help us give faces to the words "Brain Injury"!

Bring a Friend!

For more information, call the York Region Head Injury Support Group's voicemail (905) 780-1236 and leave a message. Someone will return your call as soon as possible.