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March is Brain Injury Awareness Month

YPSILANTI, Mich. March 2, 2009 — March is Brain Injury Awareness month in the United States. According to the Centers for Disease Control and Prevention (CDC), over 1.4 million Americans incur a traumatic brain injury (TBI) each year. Of that number, 50,000 people will die and more than 1.1 million will be treated in an emergency department.

“Currently, the annual incidence of TBI is greater than multiple sclerosis, AIDS and breast cancer combined. Because of this, TBI has been dubbed the ‘silent epidemic.’ The general public has much greater knowledge of diseases like AIDS and breast cancer, but there is dearth of knowledge about brain injury,” said Dr. Heidi Reyst of Ypsilanti-based Rainbow Rehabilitation Centers, Inc., a provider of comprehensive brain injury rehabilitation services. “Although the breadth of knowledge is increasing about this devastating injury, few people understand the often debilitating or lifelong consequences that come with brain injury.”

Throughout the month of March, Rainbow Rehabilitation Centers, Inc. will post new topics on its Web site about the impact brain injury has on survivors and their families. The topics will cover information ranging from cognitive and behavioral problems that often accompany a brain injury to survivor success stories. To learn more, log on to www.rainbowrehab.com.

About Rainbow Rehabilitation Centers, Inc.

Rainbow Rehabilitation Centers, Inc. headquartered in Ypsilanti, Mich. has been a provider of rehabilitation services for children, teens and adults with brain and spinal cord injuries since 1983. With more than 30 residential locations, two treatment centers, a NeuroRehab Campus and two vocational centers, we offer a broad range of brain and spinal cord injury recovery and rehabilitation services. Our residential settings include adult homes, child and adolescent homes, town houses and semi-independent living apartments. Day treatment and outpatient services are also available.

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