Construction Industry Traumatic Brain Injury Awareness Initiative

One continuous pathway from prevention to recovery

The Construction Industry TBI Awareness Initiative is being developed to connect every stage of workplace brain injury safety - from prevention and protection through recognition, response, treatment, recovery, and return to work or a new vocation. Its purpose is to bring the people and resources already doing this work into one visible, coordinated pathway for construction's Industrial Athletes.

The urgency for our workforce is clear

- **The Data:** Approximately 1 in 4 Americans has experienced a brain injury during their lifetime.
- **The National Crisis:** Over 2.8 million TBI-related emergency visits, hospitalizations, and deaths occur annually.
- **The Economic Burden:** The annual cost of TBIs is estimated at $76.5 billion in medical and lost productivity.
- **The Workplace Risk:** In 2020, more than 68,000 occupational head injuries resulted in days away from work.
- **The Construction Industry:** Accounts for 32% of workers' compensation medical payments associated with TBIs.

Who is part of the pathway

BEFORE Awareness Education Prevention Protection	DURING Recognition Response Reporting Medical Care	AFTER Recovery Resources Community Support Return to Work
Employers, safety leaders, training organizations, technology providers, and manufacturers of head protection, fall protection, and other safety equipment.	Workers, supervisors, coworkers, emergency-response professionals, reporting and safety-technology providers, and medical professionals.	Brain injury organizations, insurers, workers' compensation professionals, rehabilitation and vocational providers, employers, Survivors, families, and community support organizations.

Bringing the pathway to the industry

Construction conferences and trade shows provide an ideal setting to raise awareness of traumatic brain injury while demonstrating the role each Partner plays along the Pathway to protect and support our Industrial Athletes. By bringing the Initiative before thousands of workers, supervisors, business owners, safety professionals, exhibitors, and industry leaders, participating Partners can advance TBI awareness while highlighting their own contribution to prevention, response, recovery, and return to work.

The Initiative has been meeting with potential Partners at World of Concrete, ASSP, NAHB/IBS, the NSC Safety Congress & Expo, the Los Angeles Build Expo, FABTECH, the International Roofing Expo, and healthcare and insurance conferences. These conversations have generated growing industry interest.

A distinct Initiative presence in the exhibit hall, supported by Partners and the conference venue, would combine educational resources, Partner materials, and a short visual presentation showing how the individual pieces connect.

The Initiative also intends to present the **Construction TBI Safety Awareness Conversation** - a casual, jobsite-style discussion in which participating Partners explain their part of the pathway, share practical information and experience, answer audience questions, and invite attendees to continue those conversations at their conference exhibits.

The Initiative is led by its founder, Jon T. Oswell II, a general contractor with nearly 30 years in the industry and a TBI Survivor who has stood on both sides of the hard hat. His experience gives the Initiative a practical voice grounded in both construction safety and life after injury. Jon knows personally that the responsibility for workplace safety does not end when the incident is over. He also understands how difficult it can be to find a path back to a 'normal life' alone - and how meaningful and successful that journey can become with the right support.

BE PART OF THE PATHWAY

COULD YOUR ORGANIZATION BE PART OF THE PATHWAY?

We are seeking expertise in head protection, fall prevention, safety technology, emergency response, insurance, medical care, rehabilitation, and survivor support.

Sources: Brain Injury Association of America and Centers for Disease Control and Prevention; U.S. Bureau of Labor Statistics, Table R2, Private Industry, 2020; National Council on Compensation Insurance, Traumatic Brain Injuries in Workers Compensation.