Construction Industry TBI Awareness Initiative

Protecting Workers **Supporting Survivors** **Strengthening Industry**

Construction workers face one of the highest risks of traumatic brain injury in the American workforce. The industry invests heavily in preventing injuries, yet concussion recognition, rehabilitation, return-to-work planning, and long-term Survivor support are often less understood and less accessible.

Success means fewer life-altering injuries, better outcomes for injured workers, and an industry that understands brain injury as well as it understands fall protection.

The market for worker protection

Safety area	Est. sales	Est. growth
Fall protection	**$1.9-$2.1 billion**	6%+
Personal protective equipment	**$21-$31 billion**	5%-7%
Hazard recognition	**$16-$18 billion**	4%-7%
Hard hats (Types I and II)	**$1-$1.2 billion**	10%-15%
Site safety	**$16-$18 billion**	11%-14%
First aid kits	**$450-$500 million**	3%-6%

Market estimates vary by source, geography, reporting year, and category definition.

The missing conversation

- A traumatic brain injury affects more than one worker. Its impact can reach families, coworkers, employers, healthcare systems, insurers, and communities for years or decades.
- Concussion recognition, rehabilitation, occupational and physical therapy, and return-to-work resources are often located only after an injury has occurred.
- Many employers - particularly those without dedicated human-resources or claims staff - do not have an established model for supporting an injured worker and family through long-term recovery.

Illustrative lifetime cost ranges

Illustrative care pathway	Potential lifetime cost	Primary cost drivers
Initial evaluation and short-term care	**$1,000-$5,000**	Medical evaluation and brief work disruption
Extended outpatient recovery	**$5,000-$85,000**	PT and OT rehabilitation and work absence
Complex acute and rehabilitative care	**$85,000-$750,000**	Acute care and intensive physical, speech, and occupational rehabilitation
Long-term or permanent support	**$1 million-$4+ million**	Chronic care vocational change or loss and lifelong assistance

The numbers show the burden The Pathway connects the response

Millions survive traumatic brain injuries, and many face lasting challenges involving work, family, independence, and quality of life. Greater awareness can strengthen prevention, recognition, recovery, and worker support.

THE OPPORTUNITY FOR PARTNERS

Here is the audience. Here is where your organization fits. Here is what your expertise can contribute. Here is what participation can bring back to your organization - and what we can accomplish together.

One continuous pathway from prevention to recovery.

Sources include OSHA, CDC, WHO, Cambridge University Press and Assessment, National Institutes of Health, Brain Trauma Foundation, American Association of Neurological Surgeons, and U.S. Bureau of Labor Statistics.