

# 2025 NATIONAL TRAUMA AWARENESS MONTH

## *Partner Toolkit*



## INTRODUCTION

---

National Trauma Awareness Month (NTAM) is observed every May to spotlight the critical issue of trauma and the importance of injury prevention. Established in 1988 through the efforts of the American Trauma Society (ATS), NTAM has been dedicated to raising public awareness about trauma as a major public health concern.

This year's theme is **"Model Safety Every Day: For A Stronger Tomorrow."** NTAM 2025 emphasizes that injury prevention starts with each of us. By making safe choices daily—whether on the road, at home, or in the workplace—we create lasting habits that protect ourselves and influence those around us. Small actions, like wearing a seatbelt, using protective gear or eliminating distractions can inspire others and build a culture of safety. Together, we can create a safer, healthier future for our communities.

NTAM serves as a platform for healthcare professionals, trauma centers and communities to engage in educational initiatives, advocacy and events aimed at preventing injuries and improving trauma care nationwide.

## RESOURCES:

American Trauma Society Website - [LINK](#)

IDOH Division of Trauma & Injury Prevention Website - [LINK](#)

Interactive Indiana Trauma Center Map - [LINK](#)

ATS Safety Pledge Website - [LINK](#)

# SOCIAL MEDIA

Copy and paste content in this toolkit directly into social media, emails or on the web. Feel free to edit copy to fit your voice and style and **add your logo** in the space provided alongside the IDOH logo.

## FACEBOOK (4:4)



[Click for graphic](#)

May is #TraumaAwarenessMonth 🚑 Join us in raising awareness about traumatic injuries, injury prevention and the importance of strong trauma systems.

Learn more about Trauma Awareness Month:  
[www.amtrauma.org/page/NTAM2025](http://www.amtrauma.org/page/NTAM2025)



[Click for graphic](#)

Falls remain the leading cause of traumatic injury in Indiana. Simple steps can help prevent serious falls, especially for older adults:

- Do strength and balance exercises
- Have your eyes checked
- Make your home safer by removing trip hazards
- Talk to your doctor for more tips

Learn more about preventing falls at  
[www.cdc.gov/falls/prevention](http://www.cdc.gov/falls/prevention)



[Click for graphic](#)

Trauma centers are a key component to treating seriously injured patients. Currently, there are 21 adult verified trauma centers and five pediatric verified trauma centers in Indiana. Do you know where your nearest trauma center is? 📍 Access to care can save lives in an emergency.

Find your closest center on Indiana's trauma center map: [www.in.gov/health/trauma-system/indianas-trauma-system/trauma-centers/](http://www.in.gov/health/trauma-system/indianas-trauma-system/trauma-centers/)

## FACEBOOK CONT.



[Click for graphic](#)

Every two seconds, someone in the U.S. needs blood. For trauma patients, that need is often immediate and life-saving.

Make an impact this Trauma Awareness Month, Schedule a time to donate blood today:

[redcross.org/give-blood](https://redcross.org/give-blood)

[donateblood.versiti.org/donor/schedules/zip](https://donateblood.versiti.org/donor/schedules/zip)

## INSTAGRAM (4:5)

**\*Static graphics and reel videos provided, depending on your preference**



May is #TraumaAwarenessMonth 🚑 Join us in raising awareness about traumatic injuries, injury prevention and the importance of strong trauma systems.

Learn more about Trauma Awareness Month from @atstrauma

[Click for graphic](#)



Falls remain the leading cause of traumatic injury in Indiana. Simple steps can help prevent serious falls, especially for older adults:

- Do strength and balance exercises
- Have your eyes checked
- Make your home safer by removing trip hazards
- Talk to your doctor for more tips

Learn more about preventing falls at [cdc.gov/falls](https://cdc.gov/falls)

[Click for graphic](#)

[Click for reel](#)

## INSTAGRAM CONT.



Trauma centers are a key component to treating seriously injured patients. Currently, there are 21 adult verified trauma centers and five pediatric verified trauma centers in Indiana. Do you know where your nearest trauma center is? 📍 Access to care can save lives in an emergency.

Find your closest center on Indiana's trauma center map: [www.in.gov/health/trauma-system/indianas-trauma-system/trauma-centers/](http://www.in.gov/health/trauma-system/indianas-trauma-system/trauma-centers/)

[Click for graphic](#)



Every two seconds, someone in the U.S. needs blood. For trauma patients, that need is often immediate and life-saving.

Make an impact this Trauma Awareness Month, schedule a time to donate blood today.

Find a blood center near you:  
@americanredcross  
@versitiblood

[Click for graphic](#)

[Click for reel](#)