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FOR IMMEDIATE RELEASE

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NMG hitches on BIAA's media campaign to bring light to the many faces of Brain Injury

EAGLE LAKE, Maine (March 1, 2021) – Northern Maine General joins the Brain Injury Association of America (BIAA) and similar social services organizations in bringing awareness to the many faces of Brain Injury, during this, Brain Injury Awareness Month.

The Association states that more than 5.3 million Americans live with brain injury-related disabilities, and that an American sustains a brain injury every nine seconds.

“We need to bring brain injuries to light,” said NMG CEO Michelle Raymond. “Unfortunately, it is difficult for the agency to ‘put a face’ on Brain Injury, because we need - and want - to maintain an individual’s medical privacy. That’s why, this year, we’ve adopted BIAA’s social media campaign that puts ‘faces’ on the injury and relays the many ways a person can experience a brain injury – from a stroke to a car crash, from nearly drowning to an overdose, from abuse to combat.”

NMG, a social services organization serving all of Aroostook County, provides what are called “Home and Community Supports” for people with brain injuries. Services are provided in the person’s home and/or in various community settings. The nonprofit also operates the Phillip Blanchette Residential assisted living home, a large home nestled in the pines of Eagle Lake. Regardless the service or location rendered, the goal is for the individual to become as independent as possible. Individuals are assisted in re-learning or fine-tuning their daily living skills, based on their personal needs, often in the areas of cooking, housekeeping, physical fitness, employment, personal hygiene, safety, and the management of money, medications and appointments. Assistance can vary from a few hours per week in one specific area, to much more.

Our mission is to provide individuals with the highest standard of care and help all of the people we serve enjoy life to the fullest potential.

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“A brain injury is not like any other injury,” said David Michaud, Residential Manager of Phillip Blanchette Residential. “It is largely unseen, but its impact to the individual and family can be huge.”

Additional information may be obtained at www.nmgeneral.org/homecommunitysupports/ or by calling 444-5152; please ask for Lauri Raymond, Coordinator of Community and Residential Support Services, Adults.

The Social Media campaign started today, Monday, March 1, and will continue through Saturday, March 6. It will appear on NMG’s Facebook page and Instagram page. Additionally, the agency will share an educational video for Brain Injury Awareness Day, on Wednesday, March 3, on its Facebook page.

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Northern Maine General is a nonprofit social services organization serving Aroostook County, with business offices in Eagle Lake and Caribou. Founded in 1907, NMG provides long-term care, rehabilitation, home and community supports, behavioral health services, case management, and consultation services and resources. Contracted services include subsidized apartments.