

# BRAIN INJURY ADVISORY COUNCIL

## 2007-2010 Strategic Plan

### 2010 UPDATE and REVISED STRATEGIC GOALS for 2011

**1. Strategic Issue of Studying Services and Support Needs of Those with Brain Injuries**

*How can the BIAC most effectively carry out its statutory responsibilities of studying and making recommendations “concerning case management, community support systems, long-term care, employment, and emergency medical services, rehabilitation and prevention?”*

**Basis for the Issue**

The BIAC is a creation of statute and an instrument of advice. The Council must consistently revisit and remain focused on the statutory basis for its existence. An active research strategy can be a significant element of the need to study the current status and to make effective recommendations regarding enhancing that status.

Goals to Address the Strategic Issue	Responsible	Completion Date	2010 Progress Update
1) Conduct regional public forums involving BIAC members and regional leaders, once a year to identify local needs.	Committee, Council Director	Ongoing, annual basis	Last one conducted 2007. Will resume with implementation of Head Start project.
2) Review reports on the Brain Injury Service Fund (BISF) including expenditures, number of people served, regional trends and needs.	Committee, Council Director	Ongoing, quarterly	Routinely reported at Board meetings. <i>Development of a simplified Fact Sheet on services &amp; programs was recommended.</i>
3) Review reports on Mi Via and	Committee, Council	Ongoing	Routinely reported. Need more info

provide advice on service provisions and systems needs.	Director	quarterly	on available & appropriate services. <i>Recommend development of "Tip Sheet"</i>
4) Request numbers of individuals who do not qualify for Mi Via and develop funding source to support those that don't qualify for Mi Via.	Committee, Council Director	Report to Council by December, 2007, ongoing annual reviews	Nothing formal completed. <i>ALTSD may be able to track "allocated but not eligible"</i> <i>RESOURCE IDEAS: Cost sharing program, Volunteer consortium, Peer mentors, possibly expand BISF to include Acquired</i>
5) Request a study to identify existing mental health services and local community brain injury services	Committee, Information will be shared with the Director	Report to whole Council by June 2010	Nothing formal completed.
6) Request information to identify people being sent out of state for extensive rehabilitation services	Committee, information will be shared with the Director	Report to whole Council by June 2009	Not obtained. <i>Sense is that many are leaving state, including Medicaid recipients.</i>
7) Request a study to address employment services for individuals with brain injury.	Committee, information will be shared with the Director	Report to whole Council by June 2009	Not obtained. <i>Does DVR track or offer anything specific to brain injury?</i>
8) Advocate for a statewide system of brain injury data collection to identify individuals and service and support needs.	Council, Director	2009	Only data available is DOH epidemiology report & annual update on hospital admissions and deaths.
9) Identify individuals in nursing homes with brain injuries to transition to communities using Money Follows the Person (MFP)	Committee, Director	Ongoing	No formal process.

10) Monitor legislation that affects individuals with brain injury and vote to support or not support	Council and Director	Legislative session and interim	On-going.
11) Develop legislation regarding prevention and services to address needs of individuals with brain injury	Council and Director	Legislative session and interim	<u>Accomplishments:</u> <ul style="list-style-type: none"> <li>• Children's Helmet Law</li> <li>• Mi Via Appropriation</li> <li>• School Concussion Protocol</li> </ul>

## 2010 STRATEGIC PRIORITIES

- 1) **HELMET LAW PUBLIC AWARENESS CAMPAIGN:** Initiate a public awareness campaign and promote enforcement of the Helmet Law through activities such as public forums, working with local law enforcement and the Head Start project.
- 2) **RESOURCE MATERIALS FOR NEWLY DIAGNOSED:** Develop and promote materials and resource information to newly diagnosed TBI and ABI through Fact Sheets and compendium of resources and services that are available on website and through targeted distribution.
- 3) **COMMUNITY OUTREACH FOCUS FOR EMPOWERMENT PROJECT:** Focus Empowerment Project on development of peer mentorship and volunteers to increase community-based education and outreach about brain injury.

4)

**2. Strategic Issue of Education**

*How can the BIAC effectively educate both the professional service providers and members of the community regarding the important issues related to brain injuries?*

**Basis for the Issue**

A key element of the mission of the Council is to expand knowledge and awareness and understanding of brain injury.

Goals to Address the Strategic Issue	Responsible	Completion Date	2010 Progress Update
1) Advocate for creation of a continuing medical education (CME) course that will acquaint all medical providers with the major issues related to brain injuries. The target audience for this course will include doctors, nurses, hospital employees, and EMTs.	HRSA Grant Steering Committee	December 2009	CME was developed; 4,500 DVDs distributed (1,800 left) and available on-line; <i>Needs continued promotion.</i>
2) Advocate for a continuing legal education (CLE) course that will acquaint all those in the law profession with the major issues related to brain injuries. The target audience for this course will include lawyers, paralegals, and other officers of the court.	Committee, course content will be shared with the Director.	December 2010	Not done yet . no funding available.
3) Continue all possible efforts in distribution and marketing " <i>every 21 seconds...</i> " and conducting pre-	Entire Council provide screening at least once a	Ongoing	Filmmaker has national distribution rights so cannot go on website. <i>Follow-up with filmmaker</i>

post assessments as a performance measure for BIAC educational efforts.	year with completion of pre and post tests		<i>to see if segments can be placed on website, or the pre/post assessments.</i>
4) Identify target audiences for screenings in each community: hospitals, police, courts, educators, medical professionals, corrections, veterans, homeless, domestic violence .	Entire Council and Director	Ongoing	Screening Tool was distributed to all VA field offices. <i>Need to continue reaching out to other entities.</i>

## 2010 STRATEGIC PRIORITIES

- 1) **PROMOTE “EVERY 21 SECONDS”:** Aggressively promote ~~to~~ Every 21 Seconds+(full content and/or segments) to the fullest extent allowed by filmmaker and, if allowed, post on website and You-Tube, along with pre and post-tests, as well as post links on other websites such as brainline.org.
- 5) **DEVELOP JUDICIAL AND LEGAL EDUCATION:** Develop and implement judicial and legal education initiative through expanded distribution of CME and education about the Trust Fund; and by establishing relationships with Attorney General, Judicial Education Commission and State Bar
- 3) **EXPAND CONTINUING MEDICAL EDUCATION:** Expand promotion of CME to EMT Associations and Medical Boards, targeting newly licensed professionals, as well as use at medical conferences.

**3. Strategic Issue of Sustaining the Quality of the BIAC**

*How can the BIAC continued to maintain, encourage, and recruit for the powerfully representative mix that currently constitutes the Council?*

**Basis for the Issue**

The Council is composed of an incredibly dedicated and hard-working group of individuals. This Council is appointed by the governor, and therefore is subject to the will of the executive. An effective Council is without narrow agendas and represents the broad interests of the community of those with brain injuries.

<b>Goals to Address the Strategic Issue</b>	<b>Responsible</b>	<b>Completion Date</b>	<b>2010 Progress Update</b>
1) Continue an ongoing educational effort for all Council members. This effort will include: <ul style="list-style-type: none"> <li>a. Participation at Empowerment Project if offered.</li> <li>b. Senior BIAC member mentoring.</li> <li>c. New member orientation.</li> <li>d. Guest presentations.</li> <li>e. Attendance at traumatic brain injury trust fund quarterly training and other state meetings related to brain injury</li> </ul>	Quality Committee	Ongoing	<ul style="list-style-type: none"> <li>a. Has been done consistently. Only 1 new member currently in need of attending this year.</li> <li>b. Nothing formal done.</li> <li>c. Just completed for latest members.</li> <li>d. Done routinely, as requested.</li> <li>e. Some attendance but members aren't consistently made aware of when such meetings occur</li> </ul>
2) Increase intra-Council communication	Quality Committee,	July 2007	<ul style="list-style-type: none"> <li>a. Routinely occurs</li> <li>b. E-mail list serve in use for</li> </ul>

<ul style="list-style-type: none"> <li>a. Establish a conference calling process for committees.</li> <li>b. Create an e-mail list serve capability for all BIAC council members.</li> <li>c. Develop website with input from Council</li> </ul>	Director		<ul style="list-style-type: none"> <li>council members</li> <li>c. Website developed and recently updated</li> </ul>
<p>3) Strengthen the functioning of the Council by more consistent application of the existing bylaws. Distribute a copy of the bylaws to all members, along with a memorandum citing the following expectations:</p> <ul style="list-style-type: none"> <li>a. Member responsibility related to attendance.</li> <li>b. Member responsibility related to reading and responding to communications in a timely way.</li> <li>c. Member preparation for Council meetings.</li> </ul>	Quality Committee and Director	July 2007 with an ongoing review of the process at each quarterly meeting.	Routinely done. <i>Bylaws have not been reviewed in several years and need review &amp; update.</i>

## 2010 STRATEGIC PRIORITIES

- 1) **DEVELOP TELECOMMUNICATION AND WEB-BASED TOOLS:** Develop regular use of teleconference communication (i.e. monthly) for committee meetings or council updates and develop on-line intra-council communication tools such as Chat Room or Blogs

- 2) **INCREASE COMMUNICATION AND COORDINATION WITH OTHER ENTITIES:** Increase awareness and communication with other groups through such activities as: increase in guest speakers, broader notice of BIAC meetings, development of master calendar of BIAC and other events, attendance at TBI Trust Fund quarterly meetings
- 3) **UPDATE BYLAWS AND ORGANIZATIONAL STRUCTURE:** Review and update Bylaws; and develop working committees and infrastructure to support them

**4. Strategic Issue of Building, Sustaining and Enhancing the Networks of Agency Relationships**

*How can the BIAC continue to effectively provide constructive input to governmental decision-makers to fill the needs of persons with brain injuries and their support systems?*

**Basis for the Issue**

The Council to realize its mandate must be an effective networking organization. The Council must establish and sustain positive, productive, and long-term working relationships with appropriate agencies that provide service, support and education, and who represent the population of individuals with brain injury.

<b>Goals to Address the Strategic Issue</b>	<b>Responsible</b>	<b>Completion Date</b>	<b>2010 Progress Update</b>
1) Identify local, state and federal agencies to develop working partnerships with who represent or serve individuals with brain injury.	Council, Director	Ongoing	Needs continual update as agency heads and leadership change. Identification of local agencies less consistent and effective.
2) Encourage government bodies and private entities to consult the BIAC in the planning stages of initiatives affecting individuals with brain injury.	Council, Director	Ongoing	Director gets frequent calls, notice of meetings and requests for input.
3) Write and submit articles and letters to editor in response to headlines in communities throughout the state.	Entire Council and Director	Ongoing	Numerous submissions in past during specific initiatives (Mi Via and Helmet law) and, as appropriate. <i>Could be more proactive more routinely.</i>

4) Create an effective web site to enhance communications.	Director	December 2007	Good website and currently updating.
--	----------	---------------	--------------------------------------

## 2010 STRATEGIC PRIORITIES

- 1) **MANDATE “EVERY 21 SECONDS” IN DWI CLASSES:** Develop partnerships with courts, local law enforcement, DWI councils and others to advocate for the inclusion of ~~%~~Every 21 Seconds+as a mandatory component of DWI classes.
- 2) **DEVELOP RELATIONSHIPS WITH ELECTED OFFICIALS:** Expand and enhance relationship with elected officials through regular contact by Council members with local legislators and the development of a Candidate Questionnaire on brain injury issues, with response posted on BIAC website.
- 3) **ENHANCE WEBISTE AND ORGANIZATIONAL BROCHURES:** Enhance website and develop brochure regarding BIAC, BIA, TBI websites, videos and other resources and distribute broadly to state and local agencies.