

Traumatic Brain Injury Fund Advisory Committee Meeting

September 9, 2010

Utah Department of Health (Room 125)

1:00 pm – 2:30 pm

Minutes

Committee Members Present:

Nita Smith, Ron Roskos, Eileen Maloney for Adina Zahradnikova, and Ann Russo (via phone)

Committee Members Excused:

Sarah Sanders, Elaine Pollock, Natalie Whatcott, and Troy Roper

UDOH Support Staff:

Sue Dubois, Trisha Keller, and Jenny Johnson

Welcome & Introductions:

- Nita welcomed everyone to the meeting.

Approval of June and July Minutes:

- There were not enough committee members to approve the June and July minutes.
- The minutes will be sent out via email for corrections and approval.

Resignation of Cindy Wilmshurst:

- Nominations for replacement
- Need to recruit someone with a brain injury or a family member to replace Cindy.
- UBIC will be asked for suggestions in their next meeting.
- Committee members will think about some people that can serve on the committee.
 - Two to three nominations need to be submitted.
 - Dr. Sundwall (UDOH) to make final invitation and appointment.
 - They need to understand that this is a commitment.
 - There is more information about the committee on the website.
 - http://health.utah.gov/vipp/traumaticBrainInjury/tbi_trust_fund.html
- Have interested potential members contact either Trisha or Missi.

TBI Fund Logo:

- The person that said they would help us with this is busy working on a film.
- Ron has found someone else that is working on this.
- Hopefully by the next meeting he will have some samples ready.
- Ron will send them out before our next meeting.

Update on Funding & Contracts:

- BIAU's contract is in the works.

Update on U of U Neuro-Psych Evaluations:

- Trisha is playing phone tag with Dr. Pompas about continuing the neuro-psych contract.
 - They indicated in voice mail that they are interested in continuing the neuro-psych contract, but would like to make some changes in the process and may need to increase the cost/neuro-psych because they are getting an additional charge from the University.
- Trisha didn't have the variance report with the final amount left for neuro psychs with her.
- It is an issue that some of the patients did not receive feedback from the exam.
- Ron shared that the U of U told a patient that they could go to BIAU for the results.

TASK: Nita to follow-up with U of U about the person doing the testing following up with patient.

TASK: Trish to bring variance report next meeting to provide the status of what's unexpended.

- Maybe we need to change some language in the contract that talks about the price of the funding and having a follow-up meeting.
- Ann shared that if you are using Medicare or Select Med and they are using a technician, they can not bill for feedback.
- That will also need to be specified more clearly in the contract.
- We need to look at the resource facilitation description to make sure that it includes detailed information about the patient's follow-up, etc. and look into making some changes.

Update on Web Hits to the TBI Fund Website:

Jenny put in a remedy ticket to get the web hits. We have been having troubles getting web hit reports for the past month.

- If you are receiving any error messages while trying to access the website, let Jenny know.
- Jenny will send Trisha the hits when they are available to send out
- Social Website for TBI Fund:
 - Jenny is more than happy to help with this.
 - What are you trying to do and who are you trying to reach?
 - After the committee figures this out then Jenny can help with which social media outlet would be best to use.
 - Nita attended the U of U Marketing and Communications class (Kevin Bishop's class).
 - Nita explained what both UBIC does and what the TBI Fund does.
 - The class tried to prepare
 - The class said they had a hard time finding any information online about the Fund.
 - The class discussed that prevention and awareness is a huge thing we needed to do, along with fundraising.
 - These two are not always the same.
 - They asked who the target audience is.
 - The very young and very old.

- They were going to try to design a prevention campaign for their own age group
- They will also focus on fundraising campaign that would be appropriate for legislators and business type people.
- This will be their term project.
 - By the end of December we should have some sustainable recommendations and product to work with.
 - We need a communication/message that will help people to want to change.
- BIAU has an individual that helps them with their Annual Run who has a blog that has thousands of people that have visited the blog.
 - There was an entry on the blog which drew a lot of attention about a child that had an ear infection which resulted in a brain injury.
- We will wait to hear what the U of U students have for us, and then we will continue to move forward with this.

TASK: Jenny can send out information on the users of different social media applications that is out there.

Update on Joint Sustainability Efforts with UBIC Members:

- Joyce has made an appointment with Representative Gowans on September 15th.
 - She would like to fill him in on what has been accomplished by the Advisory Committee.
 - Nita is not able to attend that meeting. Neither is Trisha or Sue.
 - Anyone is welcome to attend with Joyce.
 - Look at year end reports to see and use that information.

TASK: Both Ann and Ron to email Nita their preliminary numbers of contacts and efforts, Nita will compile with Phoenix Services' to send on to Joyce. (Please send it to her by Monday - 9/13/10)

- Give Joyce some success stories along with what would happen if this fund was not in place.
- Have an informal meeting for those who have been contractors to review models used and approaches taken.

TASK: Nita to set up this meeting.

- No donations have been made to the fund recently.
- UDOH is down a full-time person right now.
 - They are in the process of filling this position.

Strategic Plan – Review and Next Steps:

- Some committee members don't make the plan their driving force to accomplish their goals.
- The issue is that we do not have an ongoing facilitator all the time.
 - We are made up of volunteers and Health Department people.
- We set goals we can't accomplish with the resources we have.
- Do a progress report to see what we have accomplished.
- Some things have been accomplished; other items need to be thought about because some deadlines are coming up.

- Have committee take a look at it and write down what they have done and what they have accomplished.

TASK: Committee to review the strategic plan by next meeting.

TASK: Nita to send Ann a copy of the Strategic Plan.

- Even though the plan say's 4 years, it has a yearly plan.
 - As long as we have funding it will be a 4 year plan, but we take it one year at a time.
- Goal 1: Group is complete when we fill Cindy's position.
 - Goal is to have this filled by March.
 - We have University class project working on this.
 - This goal is a bit confusing; we have a goal date, but it say's "ongoing basis."
 - It's good to have timelines in the Plan.
 - Where it says "ongoing basis" we are working with other people.
 - We should say that we have met those basic goals, but that we choose to continue to strengthen existing partnerships, and we choose to continue to assess our relationship with the other resources.
 - If we make the goals more specific, it might help us to measure and meet these goals.
- We might need to revise the plan and explain what has been met and what we will continue to work on.
- Is there anything in objective one that we haven't made progress on?
 - We need another survivor on the committee.
- "D" in both objective 1 and objective 2 are the exact same.
 - The committee felt like this was an important component of both objectives.
 - For the next round we can shorten it.
- We want ongoing goals to continue our partnership.
- Goal 2: We have prepared our elevator speech.
 - We have not drafted a development strategy.
 - If we had more funding for an actual media campaign, then it would be a better way to get the public aware of the fund.
 - We should utilize the elevator speech more.
 - Objective "G" is a continuing item.
- Goal 3: We have not done this.
 - We hope that the students with U of U will come up with a media plan for us.
 - The brand is much broader than the logo.
 - We need to brand the service.
 - We need to keep the brand uniform to what else is out there for Brain Injuries.
 - When we have the annual report ready, have partners share some stories about the fund at the press conference. That will help advertise for the fund.
 - We need to look at getting the fund out there more via internet.
- If Trisha can, she will see if the Department will let her have its own web address and not be buried in the Departments website.
- Annual Report has not been started yet, but will be done by November.

Next Meeting Date:

- October 14th @ 1:00 PM

- Frequency of Meetings:
 - Meetings will be monthly now until after legislature.

Next Scheduled Meeting

October 14, 2010

Utah Department of Health (Room 125)

1:00 pm – 2:30 pm