

Traumatic Brain Injury Fund Advisory Committee Meeting

April 20, 2010

Utah Department of Health (Room 201)

4:30 pm – 6:00 pm

Minutes

Committee Members Present:

Nita Smith, Troy Roper, Sarah Sanders, Natalie Whatcott, Cindy Wilmshurst, and Adina Zahradnikova

Committee Members Excused:

Ron Roskos

Committee Members Absent:

Elaine Pollock

UDOH Support Staff:

Trisha Keller, Kevin Condra, Missi Leak

Welcome:

- Nita welcomed those in attendance to the meeting.

Approval of February & March Minutes:

- February minutes were approved.
 - Troy motioned the approval, Adina seconded the motion.
- March minutes were approved.
 - Troy motioned the approval, Adina seconded the motion.

Update on New Committee Members:

- We are still working on getting Ann Russo the appoinmewnt letter from Dr. Sundwall and invited to the meeting next month.
- Troy has been in contact with Jennifer Rommiser, TBI Specialist and she will be added to the lits of potential members when a vacancy comes open..
- Cindy also sent Kevin an email about another doctor to be added to the list..
- Anyone is still welcome to attend the meetings at any time.

Update of Fund Expenditures:

- We have paid the contractors for expense invoiced from them.
- We are still less than half way there to the amount contracted.
- Trisha is not too concerned about this because the funding can be carried over into the next fiscal year..

- At our next meeting we will need to review funding expenditures to see where to extend contracts.
- Intermountain started later than BIAU and Phoenix Alliance.
 - They have said they still plan on seeing people soon.
- Phoenix is still under their funding amount.
- BIAU has used their funding.
- Clients are being referred to the neuro psychs.
- Contractors are to let VIPP know when appointments for neuro psychs are scheduled.
- Brad with Phoenix Services is supposed to get a report back next week.
- Nita suggested that in the future we may want to implement co-pay from those seeking help.
 - There are many that don't commit to the program because it is given to them for free.
 - It was felt that if people had to pay a co-pay (cancelation fee), they might take it more serious.

Update on TBI Fund Logos:

- Because Ron is not in attendance of the meeting, they will discuss this next meeting.
- Cindy came up with a slogan, "Think-a-head".

Update on TBI Implementation Partnership Grant:

- New grant website : <http://health.utah.gov/tbigrant/>
- The Committee reviewed the website items including: pictures representing the focus groups of the grant; a Story Bank where stories can of those impacted by a TBI can entered; and statutory authority - what CCP is about and how they were created.
- Jenny Johnson and Kevin are the individuals that worked on the website.
- There is also a direct link to the TBI Fund website.
- With the new grant, VIPP will need to hire some new people to help out.
- VIPP is working on reclassifying a position, this will take a while.
 - Until someone is hired, Trisha and Kevin will be doing the work.
- We need to coordinate efforts between UBIC and TBI Fund Advisory Committee to keep focus.
- The grant cannot be used as direct services, where the fund has to be used for direct services.
 - Part of the Sustainability Workgroup's focus is to increase the TBI Fund.
- There are three workgroups within UBIC.
 - Website and Information Referrals Workgroup, Sustainability Workgroup, and the Training and Education Workgroup.
- Suggested that at each meeting we have an update on each groups' activities.
- Adina suggested that we move meetings to be on the same day.
- UBIC meetings are on the 2nd Thursday of each month at 3:00 p.m.
- Plan to move the TBI Fund meeting starting between 1:00 and 1:30 p.m. (before the UBIC meeting).

Next Steps on Strategic Plan:

- Coordinating efforts among partners is part of the Strategic Plan,. Moving he two meeting times together will better help with coordination.
- Clarification: to obtain services from the funds, person must live in Utah, have a medically diagnosed TBI, and need services that no other funds can provide.
 - Cannot be an acquired brain injury.
- Last draft of the strategic plan was back in November.
 - This draft is far feom done and has not been available to the public yet.
- The committee has accomplished most of the things that the committee wanted to by March.
 - We have invited the Dr. Russo , which is item D in the plan.
 - We have just had discussion about item F - ongoing networking / partnerships.
- The section concerning media could still use work.
- Social media was brought up (Facebook, Twitter, etc.)
 - Adina attended a conference about social networking.
 - Some of the Local Health Departments are on to this. (ex. SLVHD)
- It is crucial to keep it current (weekly), otherwise members will lose interest.
- This will be done separate from the grant.
- Social media would be a great way to support the cause, bring together survivors, advocates, and professionals.

TASK: Adina to update committee on the social marketing status, and example of another organization and how they used social networking to accomplished their goals.

- Sarah suggested on the page having a professionals spotlight in return of helping us with media exposure.
- Audience and age are important.
- John Pingree (he is the Vice President of the Community Benefits Department at IHC.)
- Their mission is to improve health care for low income families and individuals in the community.
- Assist with primary care, prenatal care, mental health, chronic disease, pharmacy assistance.
- In order to partner with them we need to develop an action plan and develop a team.
- Committee to come up with an action plan, present it to him, and invite him to our meetings.
 - Share this information with UBIC and combine efforts.
 - There are grant writing experience within that group.
- They could help us with goals, fund raising efforts, etc.
- We could help them realize how many low income individuals have TBI's.
- They could donate money to the fund.
- September 1st is the next time applications are open.
- The committee needs to prepare a presentation for him as to who we are and what we are all about.
- Come up with some services as to what we could do to help John.

TASK: Sarah to contact Joyce and send information to Kevin for discussion.

- Contact Joyce (joyce@xmission.com) to help out with this project.

TASK: Cindy to email John out website and our elevator speech, and informing him that we are interested.

TASK: Kevin to send Cindy the elevator speech.

Other Items:

- Part of the UBIC group is committed to doing fund raising.
 - They have suggested that both groups (UBIC and TBI Fund Advisory Committee) combine forces.

Agenda Items for Next Meeting:

- Ron to update committee on Fund Logo.
- Discussion on future funding criteria.
- Social networking discussion.
- Update on fundraising /sustainability.
- Take a look at where we are at on the strategic plan deadlines, distribute tasks.

Next Tentatively Scheduled Meeting

May 13, 2010
Utah Department of Health (Room 125)
288 North 1460 West
1:00 pm – 3:00 pm