

Traumatic Brain Injury Fund Advisory Committee Meeting

May 13, 2010

Utah Department of Health (Room 125)

1:00 pm – 2:30 pm

Minutes

Committee Members Present:

Nita Smith, Troy Roper, Natalie Whatcott, Cindy Wilmshurst, Adina Zahradnikova, Elaine Pollock

Committee Members Excused:

Ann Russo, Ron Roskos, Sarah Sanders

UDOH Support Staff:

Trisha Keller, Kevin Condra, Missi Leak

Welcome & Introductions:

- Nita welcomed those in attendance to the meeting.
- Joan Perank from Vernal is visiting us.
- Joyce Dolcourt was invited to attend to discuss integration efforts with UBIC.

Approval of April Minutes:

- April minutes were unanimously approved.
 - Troy motioned the approval, Natalie seconded the motion.

Update on TBI Fund Logos:

- Discussion postponed due to Ron's absence.

Update on Joint Sustainability Efforts with UBIC Members:

- Cindy had sent Joyce some information about the IHC internet fund.
- Joyce reviewed the website and found that the criteria said that they don't provide funds to government agencies.
- It will be a matter of asking for more detail on their policy since the TBI Fund is a tax exempt fund set up to receive donations.
- Joyce printed out their grantee information and form, Cindy and Joyce will discuss this more after the meeting and will try to determine if this is what we are looking for and if it works with the purpose of the fund.
- Joyce is trying to get a student group to develop a marking plan for fundraising. She contacted Kevin Bishop at the U of U Communications Department. He will get back to Joyce in August.
- Nita suggested that we merge fund efforts with UBIC

- Natalie made a motion to merge the fund efforts and Troy seconded the motion. Motion was approved.
- Joyce can not be in charge of this effort, it must be a collaborative effort on everyone's part.

Update on TBI Implementation Partnership Grant:

- Trisha announced that we have received permission to recruit for the TBI Coordinator position. We have to put together the recruitment package,(position description, performance plan etc.) for Human Resources to start the process.
- Hopefully next week we can post the position on the website.
- The position will be open for about 10-14 days.

TASK: Kevin to email this group the link for the posting of the opening so that committee members can share with others.

- Trisha and Kevin are working on getting the public opinion survey for the grant started. Judith Holt at Utah State University, Center for Persons with Disabilities has an Autism grant for which she is going to be conducting a public survey through the UDOH Survey Center.
- The Survey Center suggested that we combine efforts with Judith's Autism survey to save money for both groups.
- Trisha announced that with realigning some responsibilities for Kevin, Kevin has agreed to take on the Director's position of the grant.
 - 30% of his time will be going towards the grant and a budget revision was submitted for the grant showing this increased commitment since this was the only negative feedback received on the grant review
- Kevin shared that there are two organizations that have contracts within the grant: Utah State and BIAU.
 - Last week both contractors saw the first draft for their grant.
- Nita shared her appreciation for the web pages that have information included for the organizations to use as tools.

Social Networking:

- Phoenix Services has a Facebook page and will link the fund website to their services.
- There are four major social networking sites available: Facebook, Groupsite, Linked In, and Outpost.
- Adina reported on a training she recently attended on social networking. There are four questions that are important for us to ask ourselves:
 - What do we need to accomplish? What is our focus?
 - Is it money, funds, education?
 - The focus is money so that we can help meet the needs of those in need of services.
 - Community dialog, needs assessment, and awareness are also something we would like to accomplish.
 - Cindy suggested we have "levels of sponsorship."
 - Troy suggested a gold, silver, or bronze category to place contributors under for credibility.

- Who are the people who can help us?
 - UBIC can help us.
 - Agencies that work with TBI.
 - Families and survivors, especially those who have been benefited by the fund.
 - Have them talk about the services they received because of the fund.
 - Friends and co-workers.
 - People who use Facebook.
- What do we need them to do for us and can the web facilitate that action?
 - It can be centralized, or it can be decentralized, but the committee would like it to be more centralized.
- We need to decide who is going to do it?
 - Cindy is willing to help out with the Facebook page.
 - Look into getting some interns or volunteers to keep the Facebook page updated.

TASK: Committee members are to let Kevin know about any volunteers that are interested.

- Audience is anyone that uses Facebook.
 - People use their iPhones or cell phones to connect to the internet and check emails, Facebook page, etc.
- What will we do right now as a group?
 - Set up a meeting where we can be trained on Facebook.
 - Our TBI Fund Advisory Committee meeting will be a half hour shorter next time so that the training can begin at 2:00.
 - We will invite UBIC members to come a half hour early to their meeting and spend that time being taught about how to set up a Facebook page.
 - Need to know what messages we would like to focus on and have a few months' messages planned in advance of starting the Facebook page .
 - Need to gather more information about the payment processing options.
 - Look into other ideas of ways to support the cause, like physicians that are willing to help offer services.

TASK: Adina and Nita will arrange for someone to come and demonstrate to this committee and the UBIC group how to set up groups on Facebook.

TASK: Kevin to send out reminder message to this committee and UBIC about the social Networking training

- Suggestion was made to create a sub-committee that will come up with catchy messages for the fund.
 - Between the three groups (UBIC, TBI Fund, and TBI Grant), we need to come up with a single message that involves each group.
 - The three groups need to make sure they are unified.
 - The TBI fund exists because UBIC saw a need and created it. The TBI Fund specifically provides money for services and prevention.

- Now UBIC needs to implement the federal grant, and affect policies for TBI.
- UBIC can't ask for money, but the fund can, so it would be helpful to collaborate.
- There is a huge overlap in information and referral piece, along with the sustainability part.

TASK: Nita to chart out the overlapping area between the TBI Fund, TBI Grant, and UBIC for the committee to see.

- It is important that the legislators know that the TBI Fund is separate from the grant.
- Put time frames together for the grant, fund and committees.
- We need to be sure to keep the information we provide very basic.
- Social networking is a great way to inform people about TBI, and save us time in one on one training.
- Utah is hosting the Four Corners Conference in August (Santa Fe)
 - TBI First Responder might be a training at the conference.
- If you hear anything from other States, listen and share what we know.

TASK: Members of this committee to sign up for Facebook and become familiar with it before next meeting.

TASK: Cindy to email Joan Perank information concerning Native American issues on TBI.

Next Steps on Strategic Plan:

- Keep going and see how our efforts with UBIC complement each other.
- Compare each committee's plans and efforts.

TASK: Kevin to post the strategic plan (draft) on the website.

Agenda Items for Next Meeting:

- Update on Logos
- Bring strategic plan thoughts
- Facebook training @ 2:00p to include UBIC members.

Next Scheduled Meeting

June 10, 2010
 Utah Department of Health (Room 125)
 288 North 1460 West
 1:00 pm – 2:00 pm