Community of Practice on Traumatic Brain Injury

Transcript for Webinar 4: Leveraging the Community of Practice for Technical Assistance
December 4th, 2013. 2:00-3:00 P.M. ET

>>HI EVERYONE, WE'RE ABOUT TO START IN JUST ONE MORE MINUTE.

IF YOU COULD GO AHEAD AND FILL OUT THE POLL IN FRONT OF YOU
WHAT TEAM YOU'RE A MEMBER OF, I WOULD APPRECIATE IT.

THAT'S HELPFUL TO SOME OF OUR MEMBERS.

WE HAVE JUST ABOUT ONE MORE MINUTE AND A COUPLE OF PEOPLE HAVE CHALLENGES LOGGING INTO THE ROOM.

ONE MORE MINUTE AND WE'LL GET STARTED.

THANKS.

HI EVERYONE, IT'S 2:00 SO WE'RE GOING TO GET STARTED.

THIS IS OUR FOURTH MEETING ON TRAUMATIC BRAIN INJURY.

PLEASE GO AHEAD AND FILL OUT THE
POLL ON THE LEFT HAPPENED SIDE
OF THE SCREAM AS TO WHAT STATE
YOU'RE A MEMBER OF.
WE'RE GOING TO GET STARTED.
TODAY'S AGENDA FOCUSES ON
CHALLENGES IN OUR WORK,
COMMUNITY OF PRACTICE FOR
TECHNICAL ASSISTANCE.
WE’VE GOT A COUPLE GIVE FEATURES
THAT WE’D LIKE TO USE TODAY SO
I'M GOING TO PASS THE MIC OVER
TO BAILEY TO TALK TO US ABOUT
TIPS AND TRICKS.
>> THANKS SO MUCH.
SEWED WE'RE GOING TO BE AUDIO
PRIMARILY THROUGH THE PHONE
LINES.
IF YOU'RE HEARING AN ECHO ON THE
COMPUTER SPEAKER BECAUSE YOUR
MICS ARE ON JUST TURN YOUR
COMPUTER SPEAKERS OFF AND WE'LL
LISTEN THROUGH THE PHONE LINE.
WE'LL BE LOOKING PERIODICALLY
FOR DISCUSSION.
PLEASE SELF MUTE YOUR PHONE.
IF YOU ARE NOT ABLE TO DO THAT I
HAVE THE ABILITY TO MUTE YOU.
IF YOU HAVE A MESSAGE YOUR PHONE
LINE IS MUTE WE'LL HAVE A CHAT
NOTE OPEN SO TELL US YOU WOULD
LIKE TO SPEAK AND I WILL UNMUTE
YOUR LINE THE AT THAT TIME OR
YOU CAN USE THE CHAT WINDOW AT
ANY TIME FOR YOUR QUESTIONS IF
YOU WOULD RATHER DO THAT IN
DISCUSSION.
RIGHT NOW WE HAVE THE POLL ON
OUR LEFT.
IT ASKS WHAT STATE YOU'RE FROM.
IF YOU HAVEN'T HAD A MOMENT TO
DO THAT, PLEASE CLICK ON YOUR
STATE NOW.
WE'LL BE MOVING SHORTLY TO SEE
THE CHAT.
THIS MEETING IS BEING RECORDED
AND WE HAVE A LIVE CAPTIONER
DOING LIVE CAPTIONING FOR THE
DISCUSSION.
SO THE ARCHIVE OF THE DISCUSSION
ALONG WITH THE POWER POINT AND
TRANSCRIPT OF THE ARCHIVE
CONVERSATION WILL ALL BE
AVAILABLE TO YOU ON OUR WEBSITE.
SO I WOULD LIKE YOU TO KEEP AN
EYE ON THAT.
AND BECCA WILL BE FOLLOWING US
WITH THAT AS WELL.
WITHOUT FURTHER ADIEU, I'LL PASS
IT OVER.
>> GREAT, THANKS SO MUCH BAILEY.
WE DO HAVE ONE ADDITIONAL TIP
TODAY, SO AS WE'RE TALKING, IF
YOU WANT TO INTERRUPT THE GROUP
YOU CAN USE THE HAND RAISE
FUNCTION OR IF YOU DON'T THINK
YOU COULD GET A WORD IN
EDGE-WISE AT THE TOP OF YOUR
SCREEN THERE'S A LITTLE PERSON
WITH A HAND UP.
YOU CAN PRESS THE BUTTON THAT
SAYS RAISE HAND AND I WILL BE
ABLE TO SEE WHO RAISED THEIR
HANDS IN THE ORDER THEY RAISED
THEIR HANDS AND I WILL BE ABLE
TO ANSWER YOUR REQUEST.
SO TODAY OUR TOPIC IS GENERATED FROM THE COMMENTS AND NOTES THAT YOU SENT TO ME WHICH WE'VE HAD A LOT OF GREAT INTERESTING UPDATES FROM THE STATES AND I JUST PICKED UP THESE TWO AND WE WILL TRY TO INCORPORATE OTHER ISSUES INTO OTHER WEBINARS MOVING FORWARD.

SO TODAY OUR FIRST TOPIC WHICH WILL BE THE BULK OF OUR DISCUSSION IS OUR STRATEGY FOR FINDING FUNDING FOR PREVENTION AND REGISTRY WORK.

WE'LL MOVE ON TO PASSING HELMET LEGISLATION FOR ATVs AND HORSEBACK RIDING.

AND WE HOPE TO HAVE A DISCUSSION WHERE YOU CAN BRING UP YOUR OWN ISSUES.

WE KNOW THAT THE MAJOR FUNDING STRATEGIES THAT WE'VE SEEN THROUGH THE GROUP SO FAR ARE FROM THE CDC, HRSA FUNDING, TRUST FUNDS AND THROUGH STATE
FINALS SUCH AS NOT WEARING A
SEATBELT.
SOMETIMES PEOPLE CAN LEVERAGE
THAT MONEY SO THAT WE CAN APPLY
IT TO TBI PREVENTION WORK.
I’VE GOT A QUICK POLL QUESTION
FOR YOU ALL ABOUT YOUR FUNDING.
SO WE’RE GOING TO PULL THAT UP
ON THE SCREEN AND THEN WE’RE
GOING TO UNMUTE OUR MICS TO GET
TALKING ABOUT THIS.
SO FOR THE FUNDING OF YOUR
PREVENTION OR ONGOING WORK, HOW
DO YOU FEEL ABOUT YOUR FUNDING
LEVEL?
DO YOU FIND IT VERY
INSUFFICIENT, DO YOU FIND
INSUFFICIENT, SUFFICIENT OR MORE
THAN SUFFICIENT?
I KNOW THE ANSWER FOR MOST OF
YOU BUT I JUST THOUGHT WE’D PUT
OTHER OUT THERE JUST TO SEE.
AND YES I’M RIGHT.
ABOUT 16 PEOPLE SO FAR OR 55%
HAVE RESPONDED AS SAYING IT’S
VERY INSUFFICIENT.
ABOUT 40%, 43 NOW ARE SAYING
IT'S INSUFFICIENT.
WE'VE GOT NO ONE SAYING MORE
THAN SUFFICIENT.
AND A COUPLE PEOPLE ARE SAYING
THAT THINGS ARE SUFFICIENT.
SO WE KNOW THAT THIS IS AND I
THINK THERE'S A PARTICULAR WAY
ABOUT PREVENTION.
WE'LL TALK ABOUT SOME OF THE
CHALLENGES BETWEEN PREVENTION
AND SOME OF THE RESPONSE, MORE
TREATMENT ORIENTED FUNDING.
IF THIS IS JUST ABOUT YOUR TBI
PROGRAMS IN GENERAL HOW YOU FEEL
ABOUT THAT.
SO I THINK WE'RE GOING TO PULL
UP THAT QUESTION KNOWING MORE
THAN HALF OF YOU ARE SAYING THAT
YOUR FUNDING IS VERY
INSUFFICIENT.
SO WE'RE GOING TO OPEN UP THE
MICS TO TALK SO KEEP IN MIND
HERE ARE SOME QUESTIONS THAT I
WILL ASK YOU TO THINK ABOUT.

WHAT IN VEHIVE STRATEGIES HAVE YOU TAKEN.

HOW DO YOU OVERCOME FUNDING REGULATIONS OR MANDATES WHAT YOU CAN OR CANNOT DO WITH THAT MONEY WHICH MIGHT NOT MEET WHAT YOU NEED IN YOUR STATE.

SO WHAT DO YOU DO TO FILL IN THOSE GAPS OR WHAT DO YOU DO TO WORK WITH THOSE RESTRICTIONS TO MEET THE NEEDS IN YOUR STATE.

AND FINALLY, WHAT ARE YOUR SUSTAINABILITY PLANS FOR WHEN YOUR GRAND ENDS.

SO WHEN THE FUNDING DOES GO AWAY, EITHER PLANS OR UNPLANNED, WHAT ARE YOU GOING TO DO TO MAKE SURE THAT TBI PROGRAMS, WHETHER THEY PRECEDE PREVENTION OR TREATMENT ARE ONGOING.

YOUR PHONE LINES ARE UNMUTED.

IF YOU WANT TO GO AHEAD AND CHIME IN, YOU'RE MORE THAN WELCOME TO.
THIS IS DIANA IN NORTH DAKOTA.

AND AS WE KNOW TBI IS HIGH ON THE LIST FOR SENIORS AND SO WE HAVE RECEIVED SOME FUNDING FROM OUR HUMAN SERVICES AGING DIVISION.

THEY WERE SMALL BUT WE INSTITUTED A STATE-WIDE STEPPING ON PROGRAM WITH STRAINING FROM WISCONSIN [INDISCERNIBLE] CAN YOU HEAR ME?

>> YES.

KEEP ON GOING.

>> OKAY.

WITH PARTNERSHIP WITH THEM WE DID ALSO GET CHRONIC DISEASE CARRY OVER DOLLARS TO CONTINUE ON WITH THE WORK.

SO WE’RE PARTNERING WITH OUR CHRONIC DISEASE DIVISION.

AND FOR OUR SUSTAINABILITY EFFORTS, ONCE THAT MONEY IS GONE WE WILL HAVE TRAINED PROBABLY OVER 55 PEOPLE IN NORTH DAKOTA.
TO BE LEADERS IN THIS PROGRAM.

VERY GOOD PARTNERSHIP HAS COME
WITH OUR EXTENSION SERVICE
BECAUSE WE HAVE EXTENSION AGENTS
IN EVERY COUNTY SO THAT IS MY
PLAN FOR SUSTAINABILITY.

>> GREAT.

THAT'S REALLY INTERESTING TO
HEAR.

PEOPLE MIGHT WANT TO BRANCH OUT
AND INCLUDE SOME NEW PARTNERS
THAT MIGHT BE OUTSIDE THE BOX
THinking.

>> THEY ALSO HAVE A
GERONTEROLIGST.

NORTH DAKOTA IS A VERY AGING
STATE ANYWAY SO SHE'S VERY
INTERESTED IN KEEPING THIS
IMPLEMENTATION GOING ACROSS THE
STATE.

AND IN GETTING, SHE'S ONE OF MY
MASTER TRAINERS AND SO IN
GETTING AS MANY EXTENSION AGENTS
TRAINED AS POSSIBLE.

>> DOES ANYBODY ELSE HAVE
THOUGHTS ON THAT OR ON THEIR OWN PROGRAM?
YOU CAN'T BE SHY.
YOU'VE BEEN CLAMORING IN YOUR EVALUATIONS TO HAVE MORE DISCUSSION.
>> THIS JAN WRIGHT TO NORTH CAROLINA TO THE SECOND QUESTION WHAT IS STOPPING US FROM TAKING THE APPROACH.
WE HAVE AN AMENDMENT TO THE STATE CONSTITUTION THAT SAYS ALL FEES AND FINES HAVE TO GO TO EDUCATION.
AND SO THERE'S NO WAY FOR US THAT WE HAVE FOUND YET TO FUND A TRUST FUND FOR ONGOING MONEY.
SO THAT'S A BLOCK WE HAVE IN OUR STATE.
WE DO HAVE SOME STATE FUNDING FOR TBI BUT WE DON'T HAVE A TRUST FUND THAT RENEWS ITSELF.
WITH FUNDS.
>> THAT'S A REALLY INTERESTING CHALLENGE.
COULD THAT BE NORMED TO KIND OF AWARENESS EDUCATION PROGRAMS THAT ARE RUN FOR COACHES OR IS THAT, IT CAN ONLY APPLY TO FUNDING MIDDLE SCHOOLS AND HIGH SCHOOLS, ETCETERA.

>> WELL IT'S INTERESTING YOU SHOULD ASK THAT BECAUSE WE HAVE ASKED WHERE DOES THAT MONEY ACTUALLY GO AND WE HAVE NOT REALLY GOTTEN A GOOD ANSWER TO THAT. SO WE'RE STILL EXPLORING HOW THAT MONEY IS UTILIZED AND IF WE WOULD BE ABLE TO GET IN ON, YOU KNOW, MAKING SOME RECOMMENDATIONS FOR HOW IT MIGHT BE USED.

>> HOW INTERESTING.

I WONDER IF THERE'S ANY OTHER STATES OUT THERE AND THIS BARRIER AND HOW TO OVERCOME IT. DO YOU HAVE THAT LAW IN YOUR STATE, THE OTHER TEAMS?

>> THIS IS [INDISCERNIBLE].
IN MISSOURI WE HAVE WITH THE
SEATBELT LAW THAT THE LINE DOES
HAVE TO GO TOWARDS EDUCATION.
AND I DON'T KNOW, WE HAVEN'T
TALKED TO THE SPONSOR OF A BILL
THAT ALMOST GOT THROUGH LAST
YEAR IF THAT COULD APPLY TO
EDUCATION ITSELF.
I ASK THEM BUT THEN I DON'T KNOW
IF WE EVER GOT THE ANSWER BACK.
ACTUALLY I DIDN'T ASK THEM.
I THOUGHT ABOUT IT LATER BUT
THAT'S SOMETHING I THINK WE
SHOULD EXPLORE.

>> VERY INTERESTING.
I WONDER IF THAT COULD GO TO
ALTERNATIVE EDUCATION.

>> THAT OR EDUCATION FOR THE
SCHOOLS, COACH, SOMETHING THAT
IS EDUCATION BASED BUT NOT
NECESSARILY TRADITIONAL.

>> THAT'S VERY INTERESTING.
THOSE ARE THOUGHTS.

>> THIS IS MELODY FROM MISSOURI.
THE THIRD QUESTION HOW DO YOU
OVERCOME FUNDING RESTRICTIONS. WITH OUR HRSA GRANT WE’RE PREVENTED FROM DOING PREVENTION WORK. AND SO WE HAVE BEEN ABLE TO PARTNER WITH OUR INTERPREVENTION PARTNERS AND DOING EDUCATION. BUT IT’S REALLY HARD WITH RESTRICTIONS OF THE I GRANT TO DO REALLY PREVENTION OUTREACH. >> SOMETIMES WE TALK ABOUT SECONDARY PREVENTION AND MAYBE THERE’S A LITTLE BIT OF AN ENTRY WAY THERE IF YOU’RE DOING TREATMENT FOR SOMEBODY, PREVENTION OF A SECONDARY CONCUSSION OR REPETITIVE CONCUSSION, THERE MIGHT BE ABILITY TO WORK IN PREVENTION AS WELL AS TREATMENT. HAVE YOU THOUGHT ABOUT WAYS TO KIND OF INCORPORATE THAT PERSPECTIVE. >> I GUESS MAYBE INADVERTENTLY WE’VE BEEN DOING THAT AND DOING
CONCUSSION TRAINING AND
DISCUSSING POST CONCUSSION
SYNDROME WHEN WE TALK WITH
SCHOOL PERSONNEL ABOUT TRYING TO
REDUCE EVENTS.
BUT YOU KNOW, I'M ALWAYS AFRAID
THAT WE USE THE P WORD WHEN I'M
DOING THE GRANT WORK.
>> THIS IS DEFINITELY SOMETHING
THAT'S COME UP A FEW TIMES.
I HEAR YOU ON IT AND EVEN THIS
COMMUNITY OF PRACTICE IS REALLY
STRIKING A BALANCE BETWEEN
TREATMENT AND WHEN DIAGNOSIS OF
TBI AS WELL AS PREVENTION.
AND I THINK THAT THE PIE IN THE
SKY IS TO THINK OF THIS IS ONE
BIG CONTINUUM.
THAT THEY ALL FEED INTO ONE
ANOTHER AND THEY'RE NOT
EXCLUSIVE.
I UNDERSTAND THE BARRIER.
DO YOU HAVE THOUGHTS OF WAYS TO
BUILD THAT CONTINUUM WHILE
WORKING WITH THE FUNDING AND
RESTRICTIONS THAT USE THIS.

>> THIS IS JIM REEVES FROM MISSOURI AND WE'RE ONE OF THE PARTNERS I GUESS THAT'S IMPACTED BY THE FACT THERE'S NOT A SURPLUS OF FUNDING HERE BUT I REPRESENT A LARGE COMMUNITY OF MENTAL HEALTH CENTER AND WE DO HAVE LOTS OF PROGRAMS THAT ARE FUNDED THAT WE'RE ABLE TO BUILD TBI INITIATIVES INTO.

SO WE'RE NOT NECESSARILY DEPENDENT ON FUNDING.

WE HAVE A PROJECTOR THAT'S LOCATED IN LARGE CLINIC.

THEY HAVE A LARGE OBGYN AND PEDIATRICS PROGRAM THAT SEES ABOUT 1500 NEW PARENTS A YEAR.

IN OUR HOME VISITATION PROGRAM, WE'RE INCORPORATING TBI EDUCATION BECAUSE THAT'S A PARTICULARLY HIGH RISK POPULATION.

WE'RE LOOKING AT THE OPPORTUNITY TO BUILD IT WITH OTHER FUNDING.
>> VERY INTERESTING.

>> CAN I ASK A QUESTION, JIM.

>> SURE.

>> DO THE FOLKS IN THE PROGRAMS

HAVE JUST THE DIAGNOSIS OF TBI

OR DO THEY HAVE A MENTAL HEALTH

DIAGNOSIS?

>> NO, THEY'RE AT RISK

POPULATIONS THAT WE'RE WORKING

WITH.

SO IN CLIENTS AT THE F2HC, THOSE

ARE YOUNG PARENTS, ALMOST

PREDOMINANTLY MEDICAID FAMILIES

WE NOD THAT ARE HIGHER RISK FOR

CHILD TRIBUTION AND NEGLECT.

WE HAVE THE OPPORTUNITY TO DO A

LOT OF GOOD EDUCATION WITH THEM

EARLY ON TO PREVENT TBI.

>> THAT'S A LITTLE BUTT MORE TO

ABUSE AND TIME TRAUMA, IS THAT

WHAT YOU'RE WORKING ON?

>> YES, WITH THAT PARTICULAR

GROUP, SHAKING BABY SYNDROME AND

THAT SORT OF THING.

>> ALL RIGHT, DOES ANYBODY ELSE
HAVE SOME THOUGHTS ON THAT OR
HAVE THEIR OWN EXAMPLES OF HOW
THEY --
>> THIS IS [INDISCERNIBLE] FROM
NEW JERSEY.
WE HAVE FOR SEVERAL YEARS NOW
RECEIVED GRANTS [INDISCERNIBLE]
TO DO PREVENTION AND OUTREACH
FOR AROUND THE ISSUE OF INJURY
AND TRANSPORTATION SAFETY.
THAT ALLOWS US, OUR GRANT ALLOWS
US TO WORK WITH ALL AGE GROUPS
SO WE'RE ABLE TO DO OUTREACH IN
PROGRAMS, EDUCATIONAL PROGRAMS
IN HELMET SAFELY, WITH
PRESCHOOLERS, WITH CAR SEATS,
HELMET SAFETY.
WE HAVE ONE OF THE PROGRAMS THAT
WE HAVE RIOT NOW, ONE OF OUR
STRONG PROGRAM IS A CHAMPION
SCHOOL PROGRAM FOR HIGH SCHOOLS
THROUGHOUT NEW JERSEY WHERE WE
CHALLENGE HIGH SCHOOLS TO CREATE
A CAMPAIGN AROUND TEEN DRIVING
SAFETY.
This is the fourth year we've done it and this year we'll have approximately 55 schools across the state that are doing this program.

But we've managed to take the grant money and seed money and then part-nerve with businesses who are interested in teen driving safety.

Insurance companies, car dealers.

And we've made it this huge state-wide program.

So we've been able to marry both the grants and private money to help these transportation safety.

>> That's great.

So you started out with a little bit of seed money and then you're able to attract additional funders on that.

Can you tell us, what was your strategy on reaching out to
THOSE FUNDERS AND WHAT KIND OF SUPPORT ARE THEY ABLE TO GIVE YOU?

>> THEY'RE GIVING US MONETARY SUPPORT AND THE STRATEGY WAS THAT TEEN DRIVING SAFETY IS A BIG ISSUE FOR A LOT OF INSURANCE KOIPSZ.

AND THEY ARE ABLE, WHAT THE PROGRAM DOES IS GET THEM ACCESS INTO THE SCHOOLS TO REACH THE TEEN.

A LOT OF INSURANCE COMPANIES HAVE PROGRAMS THAT THEY WANT TO HAVE THE TEENS, THE HIGH SCHOOLS BE A PART OF.

SO THIS CHAMPION SCHOOL PROGRAM IS A VEHICLE THAT ALLOWS THEM TO TARGET THE AUDIENCE THEY WANT TO GET THEIR MESSAGE TO.

AND IT ALLOWS US TO, THIS IS A PEER-TO-PEER PROGRAM.

SO THIS IS WHERE WE'RE CHALLENGING THE TEENS TO COME UP WITH THE CAMPAIGNS THAT RESONATE
WITH THEIR PEERS.
AND IT'S BEEN A WONDERFULLY SUCCESSFUL PROGRAM.
ONE OF THE INSURANCE COMPANIES DONATES DRIVING SIMULATORS FOR THE TOP PRIZE WINNERS.
WE HAVE RUNNER UP CASH PRIZES,
ALL SCHOOLS RECEIVE A STIPEND TO HELP IMPLEMENT THEIR PROGRAMS.
AND IT'S REALLY GAINING GROUND
AND IT'S BECOME VERY SUCCESSFUL.
AND THIS IS JUST YOU KNOW ONE WAY OF THINKING ABOUT TRAUMATIC BRAIN INJURY, A LOT OF TRAUMATIC BRAIN INJURY HAS TRANSPORTATION PROBLEMS.
SO WE WENT TO OUR DIVISION OF HIGHWAY TRAFFIC SAFETY AND PROPOSED A GRANTED FOR EDUCATIONAL PROGRAMS ACROSS THE AGES.
WE HAVE PROGRAMS AROUND HOW MUCH SAFETY THAT WE GO INTO THE ELEMENTARY AND MIDDLE SCHOOLS. ALL THE WAY UP TO SENIORS WHERE
WE DO A SENIOR PEDESTRIAN SAFETY PROGRAM.

ONE OF THE BIG ISSUES IS TRANSPORTATION SAFETY.

WE HAVE A LOT OF DIFFERENT CREATIVE PROGRAM THAT WE WERE ABLE TO DO THROUGH THIS GRANT FROM THE DIVISION OF HIGHWAY TRAFFIC SAFETY.

THAT MIGHT BE SOMETHING THAT PEOPLE IN OTHER STATES THINK ABOUT LOOKING INTO IF YOU HAVE A SIMILAR, YOU KNOW, A SIMILAR DIVISION IN YOUR STATE.

>> YOU CAN EXPAND THAT A LITTLE BIT TO SAY YOU MIGHT LOOK INTO OTHER TBI-RELATED ISSUES SUCH AS FALLS -- A BIG ISSUE WITH INSURANCE COMPANIES FOR HOME SAFETY.

YOU MIGHT CONSIDER ENGAGING THEM AS WELL AND PLACING WINDOW GUARDS OR STAIR GUARDS ETCETERA FOR FALLS.

>> FOR THE FALL PROGRAM, WE HAVE
HAD SOME COMMUNITY EVENTS THAT WE'VE GONE TO WHERE THEY HAVE BEEN ABLE TO, THE PEOPLE WHO ARE HOSTING THE FALL PREVENTION EVENTS HAVE BEEN ABLE TO ENLIST CONVERSATIONS LIKE LOWES HOME DEPOT, ACE HARDWARE WHERE THEY WILL COME IN AND HAVE, DO DEMONSTRATIONS ON MATERIALS THEY CAN USE TO KEEP THE HOUSES, THE HOMES SAFER FOR SENIORS.

>> THERE IS A LOT OF, IF YOU THINK ABOUT IT, IT TAKES A LOT OF OUTREACH TO FIND THE CORPORATE SPONSORS BUT ONCE YOU HAVE THEM, WE FOUND THAT THERE'S BEEN VERY SUPPORTIVE OF THE PROGRAMS THAT WE'RE DOING.

>> WHAT IS THIS.

>> THIS IS THE BRAIN INJURY ALLIANCE OF NEW JERSEY.

>> WOW.

>> -- TYPED IN A QUESTION ASKING ME IF YOU HAVE ANY EVALUATIONS ON THIS PROGRAM.
IF YOU DO AND YOU’RE WILLING TO
SEND IT TO US, WE WOULD LOVE TO
SEE IT.

>> THAT’S FUNNY BECAUSE THIS IS
THE FIRST YEAR WE’VE BEEN
GETTING THE PROGRAM OFF THE
GROUND AND LAST YEAR WHAT WE PUT
INTO OUR GRANT, WE ARE, THIS
YEAR WORKING IS THE PHILADELPHIA
SHOP.

THERE WILL BE AN EVALUATION
COMPONENT AND WHEN THAT BECOMES
AVAILABLE BY THE END OF NEXT
SUMMER, EARLY FALL, THEN WE ARE
WILL HAVE AN EVALUATION
COMPONENT.

>> GREAT, WE’RE REALLY EXCITED
TO HEAR MORE ABOUT THAT.

PLEASE KEEP US INFORMED.

>> WILL DO.

>> DOES ANYBODY ELSE HAVE ANY
COMMENTS OR SUCCESSES OR
CHALLENGES THAT THEY FACE WITH
FUNDING?

>> THIS IS -- FROM MINNEAPOLIS.
CAN YOU HEAR ME?

>> YES, OKAY.

>> WE FINALLY GOT ON HERE.

WE'RE HERE.

I WORK ON THE OUR MEDICAL CENTER
 WHICH IS -- TO OUR INJURY
 PREVENTION.

SOME OF THE VERY SAME THINGS
 THAT WE TALK ABOUT A VERY SMART
 CHALLENGE WITH OUR SCHOOLS AND
 WE HAVE A VARIETY OF SOURCES OF
 FUNDING.

THIS IS FROM STATE FARM.

THEY ACTUALLY PHONED ME FROM THE
 WEBSITE AND OFFERED ME $20,000
 AND [INDISCERNIBLE] THIS
 PROGRAM.

AND VERY SIMILAR TO WHAT YOU
 SHARED.

AND WE ALSO WERE ABLE TO
 PURCHASE THE DRIVING SIMULATOR
 WITH THOSE FUNDS.

AND THEN WE ALSO THIS WINTER DID
 SOME WORK WITH THE SKI RESORTS
 AND WORKED WITH OUR BRAIN INJURY
ALLIANCE AND OTHER PARTNERS
TALKING ABOUT -- INTERESTINGLY
ENOUGH THE YOUTH WAS GEARED UP
TO THE HILTS.
IT WAS THE PARENTS THAT WERE
SKIING THAT MORE NEEDED THE
HELMETS AND THE GEAR.
WITH THE KIDS IT WAS ALL ABOUT
THE GEAR.
WE HAD A SKI PATROL AND HAD A
FLIER FOR THEM TO HAND OUT TO
PEOPLE WHO HAD TAKEN A FALL,
THEY WERE CONCERNED ABOUT GOING
HOME WITH SIGNS AND SYMPTOMS OF
CONCUSSION AND WHAT TO LOOK FOR
IN THE NEXT FEW DAYS.
THOSE HAVE BEEN VERY VERY
POPULAR WITH SCHOOL NURSES AND A
VARIETY OF PEOPLE TO BE ABLE TO
DO THAT AT THE TIME OF THE --
EVEN THOUGH THEY DIDN'T NEED
MEDICAL CARE AT THAT MOMENT.
IN THE PAST WE WORKED AT THE
HABITAT FOR HUMANITY AND
ACTUALLY WORE MANDATORY SESSIONS
FOR ALL THE PEOPLE WHO WERE
GETTING HOME TO HABITAT FOR
COMMUNITY TO HAVE A CULTURAL
DIVERSE AUDIENCE [INDISCERNIBLE]
FREE COALITION FOR KID SITES
THAT COMES OUT OF ROBERT JOHNSON
GRANT [INDISCERNIBLE] AND THERE
ARE 40 SITES THAT YOU MAY WANT
TO CONNECT WITH IF YOU HAVEN'T
ALREADY IF YOU GO HE TO
INJURYFREE.ORG.
THERE YOU FIND PRINCIPAL
INVESTIGATORS SO IF YOU WANT
EVALUATION OR RESEARCH IN
PUBLICATION THAT'S A VERY GOOD
SOURCE TO GO TO BECAUSE THEY
HAVE THE RESEARCH CAPACITY.
PROBABLY THE OTHER THING I'LL
MENTION IS IT'S A YEARLY TEEN
DRIVING SAFETY SUMMIT, NOT FOR
TEENS BUT FOR DRIVERS AND OTHER
PEOPLE AND PARENTS AND
[INDISCERNIBLE] BUT IT'S MERELY
TO GIVE OUR DRIVERS INSTRUCTORS
SOME TOOLS AND RESOURCES THEY
CAN USE BECAUSE IT'S VERY LITTLE
GATHERING OF THOSE PEOPLE TO BE
ABLE TO DO THAT.
AND OF COURSE THAT'S THE FRONT
LINE FOR TEACHING THE KIDS HOW
to drive.
THIS IS THEN SUCCESSFUL.
THAT'S BEEN DONE [INDISCERNIBLE]
FIVE OR SIX THAT WE EACH DONATE
TIME TO PLANNING IT AND REALLY
JUST $15-20 REGISTRATION PAYS
FOR THE CONFERENCE.
IT'S USUALLY A HALF DAY
CONFERENCE THAT WE DO.
THAT'S JUST A FEW OF THE THINGS.
>> GREAT.
AND HOW DID STATE FARM FIND YOU?
>> THEY WERE LOOKING FOR PLACES
TO FUND WITH THEIR CELEBRATE MY
DRIVE CAMPAIGN IN THE LAST
COUPLE YEARS IT'S BEEN GROWING.
IT WAS A GOOGLE TEAM I THINK IN
[INDISCERNIBLE] AND WENT TO MY
WEBSITE [INDISCERNIBLE] TEAM
PROJECT AND JUST SAID GIVE US
MONEY AND FILL OUT THE FORM.

>> WOW, THAT'S GREAT.

>> YEAH.

>> DO YOU HAVE ANY OTHER EXAMPLES OR PROGRAMS?

>> THIS IS KYL [INDISCERNIBLE] IN DELAWARE.

THIS ISN'T A QUESTION BUT IT'S REGARDING FUNDING AND WE'RE TRYING TO ESTABLISH A TBI TRUST FUND HERE IN DELAWARE.

WE HAVE DRAFT LEGISLATION, WE HAVE INTERESTED SPONSORS IN THE LEGISLATURE.

AND WE ARE LOOKING AT VARIOUS [INDISCERNIBLE] WHETHER IT'S THIRD CHARGES AND MOVING VIOLATIONS LIKE SPEEDING TICKETS, DUIs ETCETERA, MAYBE RAISING THE MOTORCYCLE HELMET.

WE'RE RELUCTANT DOING THOSE THINGS.

SO AS A COMPROMISE THIS PAST YEAR THEY GAVE US A WHOLE WHOPPING $40,000, I KNOW IT'S
NOT MUCH BUT JUST TO TRY TO GET SOME PEOPLE WHO COULD USE SOME FUNDING, MAYBE A WAITING LIST HERE IN THE STATE.
WE ARE HOPEFUL THAT EVENTUALLY WE’LL HAVE THAT.
>> I HAVE A WAITING LIST OF WHAT?
>> FOR CERTAIN TYPE OF SERVICES TO GO TO PEOPLE WITH BRAIN INJURIES.
WE USED TO HAVE AN ADI OR ACQUIRED BRAIN INJURY WAIVER IN OUR STATE.
IT’S ALL BEEN KIND OF WRAPPED UP INTO WHAT THEY CALL A STUFFED DIAMOND STATE PLUS IT’S BEING MANAGED BY MANAGED CARE ORGANIZATION.
THERE’S SOME PEOPLE THAT ARE ON WAITING LISTS FOR LIKE ATTENDANT SERVICES THAT MIGHT BE NEEDED AND SOME OTHER THINGS.
SO THEN, THIS TBI TRUST FUND WILL COVER A LOT OF DIFFERENT
THINGS THAT MAYBE PEOPLE ARE UNABLE TO GET RIGHT NOW.

>> GREAT, THANK YOU.

>> WHERE DID THAT FUNDING COME FROM?

>> THE $40,000 THAT WE GOT?

IT CAME FROM OUR LEGISLATURE PART OF WHAT THEY CALL THEIR GENERAL FUND.

AND ANOTHER WHAT THEY CALL A GRANT MADE BILL.

WE'VE GOT $25,000 FROM THE GENERAL FUND AND $15 FROM A GRANT.

>> GREAT.

THAT SOUNDS LIKE AN EXCELLENT PROJECT.

DOING A GREAT JOB.

LET ME QUESTION TO ALL THE TEAMS.

IF YOU WERE GRANTED A WHOLE BUNCH OF MONEY RIGHT NOW FOR YOUR TBI PROGRAMS, WHAT WILL YOU FOCUS ON, WHAT IS YOUR BIGGEST PRIORITY FOR FUNDING.
DON'T ALL ANSWER AT ONCE.

>> THIS IS KYL [INDISCERNIBLE]

FROM DELAWARE.

WHAT KIND OF SERVICES WE USE IT FOR?

>> YES, EITHER PREVENTION.

WHAT IS YOUR HIGHEST PRIORITY IN THE TBI REALM RIGHT NOW?

>> WE WOULD USE IT FOR COMMUNITY SERVICE PROVISION LIKE TREATMENT PROGRAM OR IN-HOME SERVICES WHERE NEEDED.

AND THEN WE WOULD ALSO HAVE TO USE SOME OF THAT FOR PREVENTION AS WELL.

>> MARIA AND [INDISCERNIBLE] WE WOULD USE ADDITIONAL FUNDING TO STREPPEN THE CURRENT SERVICE SYSTEM THAT WE HAVE BECAUSE OUR REVENUE HERE HAS DECREASED OR OUR TRUST FUND.

THINGS HAVE REALLY TIGHTENED UP.

BUT OVERALL, I WOULD SAY THE BIGGEST GAP IN SERVICES THAT WE HAVE, I'M SURE THIS IS TRUE FOR
MANY STATES IS, SERVICES AND
SUPPORT SPECIFIC NEURAL
BEHAVIORAL ISSUES WOULD PROBABLY
BE OUR FIRST PRIORITIES.

THIS IS KYL IN DELAWARE.
I HAVE TO AGREE WITH THAT.
I HEAR FROM EXPERTS THAT AREN'T
EXPERTS IN THE FIELD THAT
COGNITIVE REHAB SERVICES ARE
SEVERELY LACKING HERE IN OUR
STATE.

KAREN FROM CONNECTICUT WE'RE
LOOKING FOR A MODEL TO LEARN
ARE, CHILDREN FOR MILD TBI AND
THEY'RE TRANSITIONING BACK TO
SCHOOL.

[INDISCERNIBLE] FROM ALASKA.
WE HAVE POST ACUTE REHAB CARE
WHETHER IT'S COMMUNITY BASED OR
REHABILITATION FACILITIES WITHIN
OUR STATE SO THAT WOULD BE OUR
PRIORITY.
IT WOULD BE MORE TOWARDS
COMMUNITY SERVICES AND
SUR[INDISCERNIBLE] VERSUS
INSTITUTIONALIZATION

[INDISCERNIBLE] NURSING HOMES

AND REALLY EVEN [INDISCERNIBLE].

>> [INDISCERNIBLE] ONE OF THE

AREAS I WANT TO WORK ON IS TO

CONTINUE IMPLEMENTING THE FIVE

YEAR PLAN THAT WE WERE ABLE TO

DEVELOP WITH THE [INDISCERNIBLE]

FOR TBI.

AND WITHIN THAT, WE HAVE

REALIZED, THERE IS A GAP IN

RECOGNITION OF TBI BY FIRST

RESPONDERS.

WE DON'T HAVE A FORMULAIC

PROTOCOL FOR THEM TO RECOGNIZE

AND TREAT.

AND ASSIST PEOPLE WHO MAY HAVE,

YOU KNOW, A SUSPECTED BRAIN

INJURY.

AND ESPECIALLY THOSE THAT REFUSE

THE MEDICAL TREATMENT TO GO TO

THE HOSPITAL.

THERE'S NO FOLLOW UP.

SO YOU KNOW, WE'RE WORKING WITH

OUR EMERGENCY MEDICAL SERVICE
BUREAU TO DEVELOP WAYS TO RESOLVE THAT.
SO EVERYTHING WE HAVE REALLY BECOME FAR MORE AWARE OF IS THE ISSUE FOR CHILDREN, BURNING TO LEARN.
AND EDUCATING SCHOOLS AND MEDICAL PERSONNEL ETCETERA.
SO THOSE ARE REAL GAPS AND WITHOUT MORE FUNDING FROM SOME SOURCE, I LIKED THE IDEA OF MAYBE PRIVATE INDUSTRY. MAYBE TAKING AN INTEREST IN SOME OF THESE ISSUES.
BUT YOU KNOW, I DON'T, NEW YORK JUST DOESN'T HAVE IT.
YOU KNOW.
WITH THE REALITY, ECONOMIC AND POLITICAL REALITIES, I DON'T SEE US GETTING FUNDING FROM STATE RESOURCES.
SO WE'RE REALLY, I DON'T KNOW IF OUR EFFORTS TO DATE WILL BE SUSTAINABLE WITHOUT FUNDING OTHER GRANT FUNDS.
IN MINNESOTA, THE DOLLARS WE ADDRESS ON THE SERVICE SIDE, EMPLOYMENT, IT ADDRESS HOUSING AND WE FOCUSED ON HELPING KIDS AND ADULTS DO BETTER BACK IN THE SCHOOL ACADEMIC VOCATIONAL SETTINGS AS THEY RETURN TO LEARN.

THE OTHER HALF OF THE MILLIONS OR BILLIONS WE FOCUS ON PREVENTION, AND PROBABLY IN THE HIERARCHY OF THINGS BECAUSE YOU NEED TO EXPLORE HOW WE BEST UNDERSTAND AND PREVENT CONCUSSIONS, ALTHOUGH I GUESS WE HEAR ABOUT THE MOST SEVERE BRAIN INJURIES AS WELL IN MINNESOTA.

SO IT’S HARD TO SAY HOW WE WOULD PRIORITIZE OR WHAT WOULD WE TAKE ON FIRST.

HOCKEY IS [INDISCERNIBLE] BY MOST AND HELMETS ARE OPPOSED BY MANY AND SO WHETHER WE, IN MINNESOTA, THEY'RE JUST NOW THINKING ABOUT HAVING HELMETS
FOR FOOTBALL.

[LAUGHTER]

>> THAT'S ENOUGH.

>> THIS IS RENE [INDISCERNIBLE]

WE BOTH HAVE A COUPLE YEARS HAVE BEEN TRYING TO KNOW ABOUT THE SPORTS WE CAN PROVIDE FOR STUDENTS THAT ARE RETURNING TO THE CLASS [INDISCERNIBLE] AND CHALLENGING ROUTINE FUNDING.

>> THANK YOU.

JUST TO CHIME IN, THIS IS BECCA.

WE WILL GET AT SOME POINT ABOUT CLASS ACCOMMODATION.

PEOPLE HAVE MENTIONED THAT AS A PRIORITY SO I PROMISE WE'LL HAVE THAT DISCUSSION.

>> DO YOU HAVE ANY MORE DISCUSSION ON THIS CONVERSATION.

>> THIS IS [INDISCERNIBLE] FROM MISSOURI JUST SHARING WHAT WE WOULD LIKE TO FOCUS ON [INDISCERNIBLE] OUR EXISTING GRANTS AND WE WOULD LIKE TO ENHANCE OUR PREVENTION
ACTIVITIES.

AND ALSO WORK ON EDUCATING OUR
COMMUNITY PROVIDERS TO WORK WITH
THE MILITARY POPULATION THAT HAS
SUSTAINED TBI.

>> THIS IS DIANA IN NORTH
DAKOTA.

SOMETHING I WOULD LIKE TO SEE
BEFORE WE READ THE FUNDING
PIECES, HOW DO WE AS PREVENTION
WORK BETTER, HARDER, MORE
EFFICIENTLY TO GET THE FUNDING
TO COME A LITTLE BIT MORE OUR
WAY.

IS THERE, ARE THERE POLICY
STRATEGIES THAT WE CAN ADOPT?
HOW DO WE GET PEOPLE TO
RECOGNIZE THAT PREVENTION NEEDS
AS MUCH ATTENTION THAN
INTERVENTION.
I KNOW IT’S AN AGE-OLD PROBLEM
AND I KNOW IT’S A TOUGH SOLUTION
BUT I HERE A LOT OF INTERVENTION
STARTED TODAY BUT REALLY WE'RE
ABOUT PREVENTION I THINK.
HOW TO WE REALLY WORK BETTER AT BEING ADVOCATES FOR OUR OWN PROGRAMS.
I WOULD LIKE TO SEE SOME TYPE OF DISCUSSION ON THAT.

>> THAT'S A GREAT POINT.
AND THE CHILDREN'S SAFETY NETWORK DOES HAVE A RESOURCE ON FINDING FUNDING.
IT'S CURRENTLY OUTDATED AND BEING REVIEWED.
WE HOPE TO HAVE IT OUT RELATIVELY SOON.

BUT WE TALKED ABOUT LATE PREVENTION AS A PRIORITY AREA AND HOW DO YOU CREATE THE MESSAGING THAT ATTRACTS THE FUNDERS.

IT'S AN AGE-OLD PROBLEM AND I DON'T THINK WE HAVE THE VACCINE YET.

THE PREVENTION FUNDS ARE INCREASING, WE'RE LOOKING AT THAT MORE AND MORE.
WE HAD A QUESTION COME UP ABOUT
THE AFFORDABLE CARE ACT.
THERE'S A LOT OF ROOM FOR
PREVENTION WORK THROUGH
THE [INDISCERNIBLE] HOMEFULLY
WE'LL SEE THAT FIELD GROWING
EVEN MORE AND THE SOON FUTURE.
>> I HAD A COMMENT TOO.
THIS IS JAYLENE FROM ALASKA.
WE'RE PRETTY MUCH INTERESTED IN
THE PREVENTION ASPECT OF ALL OF
THIS.
WE HAVE YOU KNOW ALASKA IS A
VERY LARGE SKATE AND WE HAD
CHILDREN IN OUR COMMUNITIES,
MOST OF THEM NOT ON THE ROAD
SYSTEM SO THERE'S A NEED FOR
FUNDING EVEN TO HELP GET
[INDISCERNIBLE] INTO THE WORLD
COMMUNITIES.
TRAVEL IS VERY EXPENSIVE SO YOU
MIGHT HAVE PEOPLE THAT ARE
TRAINED AND CAN KIND OF TALK
ABOUT TBI PREVENTION, WHAT IT IS
AND WHY IT'S IMPORTANT BUT
ACTUALLY BRINGING IT TO WHERE
PEOPLE LIVE.
I THINK ALSO FUNDS FOR MEDIA
MEANING LIKE RADIO OR TV, RADIO
IS STILL VERY COMMON UP HERE FOR
GETTING INFORMATION OUT.
I THINK THAT INSPIRES THAT TYPE
OF WORK.
AND THEN ALSO LIKE FOLKS CAN
TAKE [INDISCERNIBLE] THEY HAVE
DIFFERENT PROVIDERS, A LOT OF
THEM THAT ARE LIKE COMMUNITY
HEALTH AID PROGRAM STAFF THAT
ARE BASED IN THESE REMOTE
COMMUNITIES.
THEY'RE FINDING A WAY TO OFFER
EDUCATIONAL OPPORTUNITIES
ON-LINE.
IT GIVES GOOD OPPORTUNITY IF
FUNDING BECAME AVAILABLE.
>> GREAT, THANKS FOR THOSE
COMMENTS.
WE DID HEAR FROM A FEW DIFFERENT
TEAMS THAT PROGRAMS THAT'S
DEFINITELY A CONVERSATION THAT
WE WILL HAVE IN THE FUTURE.
THAT REVOLVES AROUND ALTERNATIVE TECT Nawlings AND ASSESSMENTS AND GETTING THOSE PROGRAMS OUT TO PEOPLE.
WE LOOK FORWARD TO CONVERSATIONS ABOUT THAT COMING DOWN THE PIPELINE AT SOME POINT.
WE ARE A COUPLE MINUTES BEHIND SO I DO WANT TO MAKE SURE WE HAVE TIME TO MOVE ON TO THE NEXT TOPIC WHICH IS HELMET LEGISLATION.
WE HAD TWO VERY SPECIFIC QUESTIONS FROM TWO DIFFERENT TEAMS ABOUT THEIR, ABOUT HELMET LAWS AND GETTING HELMET LAWS PASSED.
SINCE THIS GROUP HAS ALREADY PASSED THIS LEGISLATION, IT WOULD BE AN INTERESTING CONVERSATION TO HAVE.
WE HAVE A QUICK POLL QUESTION FOR YOU ABOUT THE HELMET LEGISLATION IN YOUR STATE. IT SAYS DOES YOUR STATE HAVE
LEGISLATION REGARDING HELMET USE
WHILE RAIDING AN ATV OR HELMET
USE WHILE RIDING A HORSE AND YOU
CAN SELECT ALL THAT APPLY TO
YOUR STATES.
IF YOU CAN TAKE A MOMENT AND
FILL OUT THAT POLL IN FRONT OF
YOU.
I WAS ABLE TO DO A LITTLE BIT OF
CHECKING ON THIS BEFORE.
I THINK WHAT YOU KNOW IS, WHAT I
THINK IS CORRECT IS THAT NEW
YORK RECENTLY PASSED LEGISLATION
ABOUT WEARING A HELMET WHILE
RIDING A SOURCE.
I HOPE WE CAN GET SOME
CONVERSATIONS ABOUT HOW THAT
LEGISLATION WAS PASSED AND IT
LOOKS LIKE 18 DIFFERENT PEOPLE
SAID THEY HAD LEGISLATION
REGARDING HELMET USE WHILE
RIDING AN ATV.
I WAS ABLE TO SEND OUT A COUPLE
MODEL SOLUTIONS AROUND ATV AND
OTHER LAWS REGARDING HELMET AND
HORSES.
SO I THINK WE CAN PULL DOWN THAT
POLL QUESTION.
TWO ARE SAYING HELMETS FOR
HORSES AND 21 FOR ATV.
SO OUR QUESTIONS FOR THIS IS
WHEN WOULD YOUR HELMET LAWS PASS
IN REGARD TO THOSE TWO TOPIC
AREAS.
HOW WAS IT PASSED AND WHAT
CHALLENGES DID YOU FACE TO
OVERCOME IT AND WHAT INFORMATION
DO YOU HAVE FOR ATV AND HORSES.
AND I WOULD LIKE TO EXPAND THE
CONVERSATION A LITTLE BIT TO HOW
DO YOU AVOID HAVING THAT
LEGISLATION OVERTURNED.
WE HEARD FROM A FEW THING THAT
MOTORCYCLE HELMET LAWS ARE
REALLY HEART TO KEEP ON THE
BOOKS.
SO WITH THAT, I'M GOING TO OPEN
UP THE FLOOR FOR DISCUSSION.
SO LET US KNOW YOUR THOUGHTS.
>> OKAY, THIS IS CAROL FROM
NORTH CAROLINA.
WE’VE HAD SOME CHALLENGES IN THE
ATV, WE ACTUALLY LOST GROUND IN
A RECENT SESSION.
THERE’S A LOT OF PERSPECTIVES
THAT WE’RE SEEING POLITICALLY,
IT’S INTRUSION ON FREEDOM.
IT’S THE SAME KIND OF ARGUMENT
WHEN PEOPLE, WE’VE HAD REALLY
HEAVY CHALLENGES AGAINST THE
MOTORCYCLE LAW SO FAR THAT’S
HELD US BACK.
BUT I DON’T KNOW IF OTHER STATES
ARE SEEING THE SAME KIND OF
ISSUES BUT KIND OF GOING
BACKWARDS IS ONE OF THE
OBSTACLES WE’RE FACING.
>> I’M JUST GOING TO DO A POINT
OF CLARIFICATION.
FOR THE SAKE OF THIS
DISCRIMINATION LET’S INCLUDE
SNOW MACHINES IN THE ATV
CATEGORY.
I’M SURE THERE ARE DIFFERENT
NAMES.
SOME ARE LOSING THE BATTLE
GROUND ON HELL MOTHERS.
I HEARD FROM SOME PEOPLE IT
SHOULD BE AN INDIVIDUAL RIGHT
FOR YOU TO CHOSE TO WEAR A
HELMET ESPECIALLY OVER THE AGE
OF 18.
HOW ARE YOU FACING THESE
CHALLENGES, HOW ARE YOU
OVERCOMING FOR PEOPLE LOGGING
THE BOOKS AND KEEPING THEM?
>> THIS IS CAROL.
FROM THE LAST; SESSIONS WE RAN
INTO THAT WE WERE ABLE TO HOLD
BACK ON THE MOTORCYCLE HELMETS.
A LOT OF IT WAS GETTING TO THE
MEDIA AND BEING INTERVIEWED,
TALKING ABOUT THE CHALLENGES OF
COSTS FOR HEAD INJURIES.
AND DOING A LOT OF EDUCATING OF
LEGISLATORS ABOUT THAT.
AND THAT THEY WOULD INCUR HIGHER
COSTS.
THAT SEEMED TO BE RESONANT WITH
THEM, IF IT'S GOING TO COST MORE
MONEY THEN THEY'RE NOT SO THRILLED.

AND THEN HE ALSO TALKED ABOUT THE IMPACT OF FAMILIES AND SO FORTH AS WELL.

BUT I DO THINK THAT WHAT HELPED WAS A CONCERTED EFFORT BY THE MEDICAL COMMUNITY AS WELL AS THE TBI COMMUNITY AND OTHERS WHO WAS JUST AN EXCELLENT EXAMPLE OF PEOPLE COMING TOGETHER ON AN ISSUE.

AND DOING SOME GREAT ADVOCACY.

BUT IT'S A VERY CHALLENGING PROPOSITION TO KEEP IT SUSTAINED.

>> DEFINITELY.

EDC DOES HAVE THAT MODULE ON THEIR WEBSITE TO LET YOU KNOW ABOUT THE INJURY ISSUES AND TBI IS ONE OF THEM.

IF YOU WANT TO BRING IT UP TO YOUR LEGISLATOR, YOU DEFINITELY HAVE TO CHECK OUT THAT TO HELP YOU STRENGTHEN YOUR ARGUMENT.
ANYBODY ELSE?
ON THIS.

>> [INDISCERNIBLE] WE DON'T HAVE
STATE LEGISLATION ON THIS THAT
REQUIRES [INDISCERNIBLE] HOWEVER
INDIVIDUAL COMMUNITIES, THERE'S
THROUGH ME OR THE TRAVEL
GOVERNMENT HAVE ORDINANCES IN
PLACE THAT REQUIRE HEALTH MOTHER
USE?

>> ONE COMMUNITY STILL ACTUALLY
JUST PASSED AN ORDINANCE ABOUT A
YEAR AGO.

AND THEN THERE'S ANOTHER ONE.
IN ONE OF THE NORTHERN REGIONS
THAT HAS HAD IT IN PLACE I THINK
FOR OVER TEN YEARS.

>> YOU'RE SAYING THAT GOING
THROUGH LOCAL IN YOUR STATE,
GOING THROUGH LOCAL GROUPS HAS
BEEN PROBABLY A MORE EFFECTIVE
APPROACH?

>> I DON'T THINK IT SHOULD
REPLACE WHAT THE STATE CAN DO TO
HELP PREVENT THIS TYPE OF INJURY
BUT BUT SOME COMMUNITIES HAVE FOUND IT SO IMPORTANT THAT THEY'VE KIND OF TAKEN IT UPON THEMSELVES.

>> IT'S A MATTER OF HAVING A CHAMPION THAT WILL STAND OFTEN AND BE A LEADER AND GATHER PEOPLE TO GO AND THEN HAVING PERSONNEL PEOPLE OUT TO DO THE EDUCATION AND PROVIDE ACCURATE INFORMATION. THAT'S A HUGE PIECE.

>> I'LL GIVE AN EXAMPLE. LIKE SO THERE'S EXAMPLE OF LOCAL ORDINANCES. LAST SPRING OUR PROGRAM PUT TOGETHER A HELMET SAFETY PSA. IT EARED JUST A COUPLE OF DIFFERENT TIMES THROUGHOUT THE YEAR. THIS IS LIKE AN EXAMPLE OF THE MEDIA THING I WAS TALKING ABOUT. PEOPLE WERE REALLY DRAWN TO IT AND I DON'T THINK IT'S, I DON'T THINK PEOPLE ARE AGAINST CAN
USING HELMETS, I THINK IT’S SHOWING WHAT MORE YOU’RE TRYING TO CREATE.
I DON’T KNOW.
MAYBE I’M TOO OPTIMISTIC ABOUT ALL OF THIS, BUT HERE IN ALASKA THROUGH OUR PROGRAM, WE WORK WITH SEVERAL REGIONS THAT HAVE TRIBAL INJURY PREVENTION PROGRAMS.
AND SO THIS FALLS UNDER ONE OF OUR PRIORITIES OF TRANSPORTATION SAFETY.
THE HELMET ASPECTS OF IT, USING HELMETS WHEN RIDING AN ATV SNOW MACHINE.
THAT WAS KIND OF THE MOTIVATION FOR US TO PUT TOGETHER THIS PSA.
NOW FOLKS SHOW IT IN CLINICS, IMBEDDED INTO PRESENTATIONS WHEN THEY’RE TALKING ABOUT TRANSPORTATION SAFETY OR HELMET SAFETY.
FOR US IT’S A REALLY BIG DEAL UP HERE BECAUSE SO MANY OF OUR
COMMUNITY IN THE WINTER TIME USE
SNOW MACHINES OR ATV'S IN THE
SUMMER.

>> I THINK THAT'S AN EXCELLENT
POINT AND IT SOUNDS LIKE YOU'RE
WORKING ON GETTING SOME
CHAMPIONS IN YOUR STATE AND
MAYBE YOU CAN GET THOSE
DIFFERENT AREAS THAT HAVE
ORDINANCES ON THE SITUATION
TOGETHER SO THEY CAN CHAMPION
TOGETHER AND BRING IT UP TO THE
STATE LEGISLATOR AND SHOW THERE
IS MOMENTUM AND SUPPORT FOR THIS
KIND OF ACTION IN YOUR STATE.

SO UNFORTUNATELY WE DO HAVE A
LITTLE BIT OF A SCHEDULING ISSUE
TODAY WHERE WE ARE GOING TO HAVE
TO END A COUPLE MINUTES EARLY.

BUT FIRST I WANT TO POINT OUT
THAT THERE IS A BRIEF EVALUATION
ON THE SCREEN IN FRONT OF YOU.

I DO READ EVERY COMMENT YOU MAKE
AND I WANT TO HEAR FROM YOU
ABOUT HOW YOU LIKE THESE KINDS
OF SESSIONS, IF THEY’RE HELPFUL,
IF YOU WANT MORE.
ANY KIND OF FEEDBACK YOU WANT TO
SEND TO US.
IT’S MORE THAN OPEN.
AND WE HAVE A COUPLE MORE
MINUTES SO ARE THERE ANY OTHER
THOUGHTS ON ISSUES DO PEOPLE
LIKE THIS KIND OF SESSION,
SHOULD WE HAVE THIS AGAIN, DO
YOU WANT TO BRING UP OTHER TOPIC
AREAS THAT WE NEED TO COVER IN
THE FUTURE?
MARK WOULD LIKE TO POINT OUT
THAT HORSES ARE NOT REQUIRED TO
WEAR HELMETS IN MINNESOTA.
[LAUGHTER]
>> THANK YOU MARK.
I JUST PUT A LINK TO OUR HELMET
SAFETY PSA BECAUSE IT’S ON
YOUTUBE.
I DON’T KNOW IF ANYONE’S
INTERESTED IN TAKING A LOOK AT
IT.
JAYLENE I CAN PUT YOU IN TOUCH
WITH IT LOOKS LIKE MINNESOTA HAS SOME STRONG LAWS ON THE BOOKS. WE CAN TALK TO PERHAPS SOME OTHER STATES WHO PASSED THIS LEGISLATION TO SEE WHAT PROGRESSION THEY'VE GONE THROUGH.

GREAT.

>> HI EVERYONE, THIS IS JULIE FROM THE CDC.

I WANT TO THANK YOU ALL FOR HEARING ABOUT YOUR PRIORITIES IN YOUR STATES.

IT'S VERY INTERESTING TO ME THAT THERE'S A LOT OF PRIORITIES FOR TAKING CARE OF PEOPLE WHO HAVE HAD A BRAIN INJURY. AND LISTENING TO ALL OF YOU WHICH IS INTERESTING FROM A PREVENTION END.

>> THANK YOU.

IT'S REALLY NICE TO HAVE YOU ON THE CALL.

>> THIS IS CONNECTICUT AND WE WONDERED WHETHER ONE OF THE
TOPICS MIGHT BE IN THE FUTURE PARENTING, THAT THE CHALLENGES OF PARENTING WHEN THE PARENT HAS A BRAIN YOU'RE. -- A BRAIN INJURY. >> THAT'S A REALLY INTERESTING TOPIC. WE CURRENTLY DO NOT HAVE IT IN OUR SCHEDULE BUT WE'LL TRY TO INCLUDE IN THE SYNDICATION. I DON'T THINK QUESTION CAME UP IN THE CHATBOX ABOUT THE AFFORDABLE CARE ACT AND INJURIES. THAT'S ANOTHER TOPIC WE'RE EXPLORING. SUICIDE PREVENTION WE DO HAVE ON THE TENTATIVE SCHEDULE THAT WILL BE VERY LATE IN THE YEAR BUT WE CERTAINLY RECOGNIZE THAT THAT IS A HUGE ISSUE WHEN IT COMES TO TBI. SO WE WILL CERTAINLY INCLUDE THAT. I WANT TO GIVE YOU A COUPLE
HEADS UP SINCE OUR TIME IS JUST
ABOUT AT THE END.

IN JANUARY, OUR WEBINAR IS GOING
to focus on primarily on falls
as an issue of traumatic brain
injury.

We’ll be hearing from a network
that has a subcommittee that’s
working on fall prevention.

So a way of thinking outside the
box on who to network with, to
create some momentum around
prevention.

And we should hopefully also
have someone talking about
evaluation of their programs.

We’re trying to find someone
currently who can specifically
talk about evaluations of fall
programs but we might end up
talking about evaluation of TBI.

We have two potential speakers
right now.

It was something that came up as
a topic of area of interest for
A LOT OF YOU.

AFTER THAT WEBINAR IN LATE, IN MID TO LATE JANUARY WE WILL BE SENDING OUT A MIDTERM EVALUATION TO BOTH THE LEADS AS WELL AS ANYBODY ELSE PARTICIPATING IN THE COMMUNITY OF PRACTICE.

I WANTED TO GIVE YOU A HEAD'S UP ON THAT.

I WANTED TO GIVE YOU A FULL FEEDBACK WHAT KIND OF IMPACT IT'S HAVING.

SO WITH THAT, I'M GOING TO HAVE TO END THE WE BEEN FAR.

THANK YOU ALL SO MUCH FOR YOUR PARTICIPATION.

IT WAS REALLY INTERESTING.

IF YOU HAVE IF YOU ARE -- FURTHER THOUGHTS PLEASE REMEMBER WE HAVE A LIST SERVE INCLUDING ME FOR YOUR RESEARCHES YOUR CHALLENGES AND SUCCESSES.

IN THE MEANTIME KEEP UP THE GREAT WORK AND HAPPY DECEMBER.